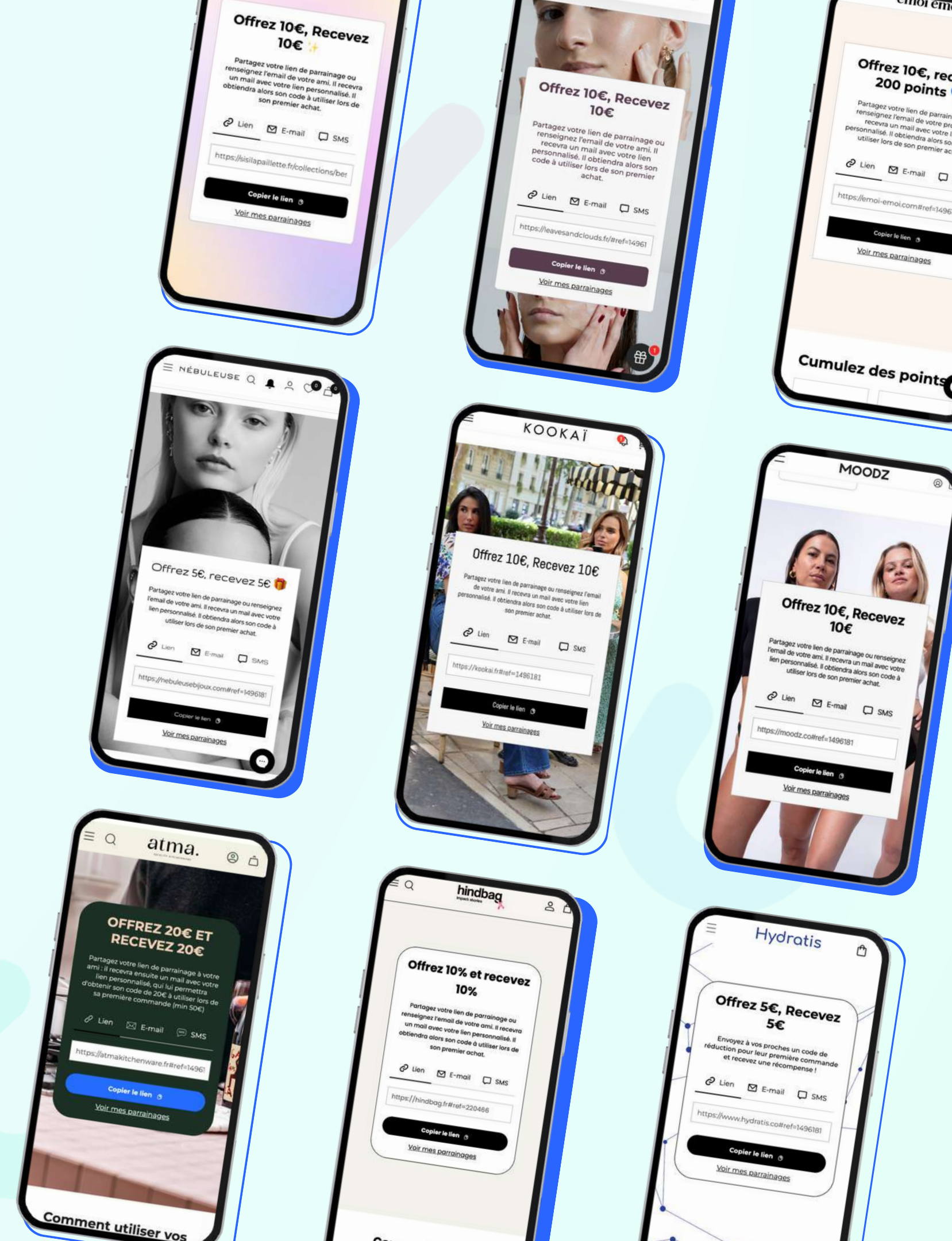




# E-COMMERCE Referral Program

The ultimate guide to creating  
your referral program  
from A to Z



# Introduction

Before embarking on your referral program, ask yourself one question. Is your customer experience worth recommending?

Because your customers won't take the risk of recommending you if their own experience hasn't been absolutely perfect. Their word is on the line.

So make sure that every interaction (from 1st contact with your brand to after-sales service) leaves them with a positive impression. You'll lay the foundations for natural, effortless word-of-mouth.

Now that the foundations have been laid, let's take a look at how you can create a referral program your customers will be fans of!



*Referral is one of the most profitable acquisition channels. Unlike traditional advertising, with its ever-increasing CACs, referral enables you to acquire new customers at a controlled cost, while benefiting from genuine recommendations."*

Joseph, Co-founder & CEO @ Loyoly

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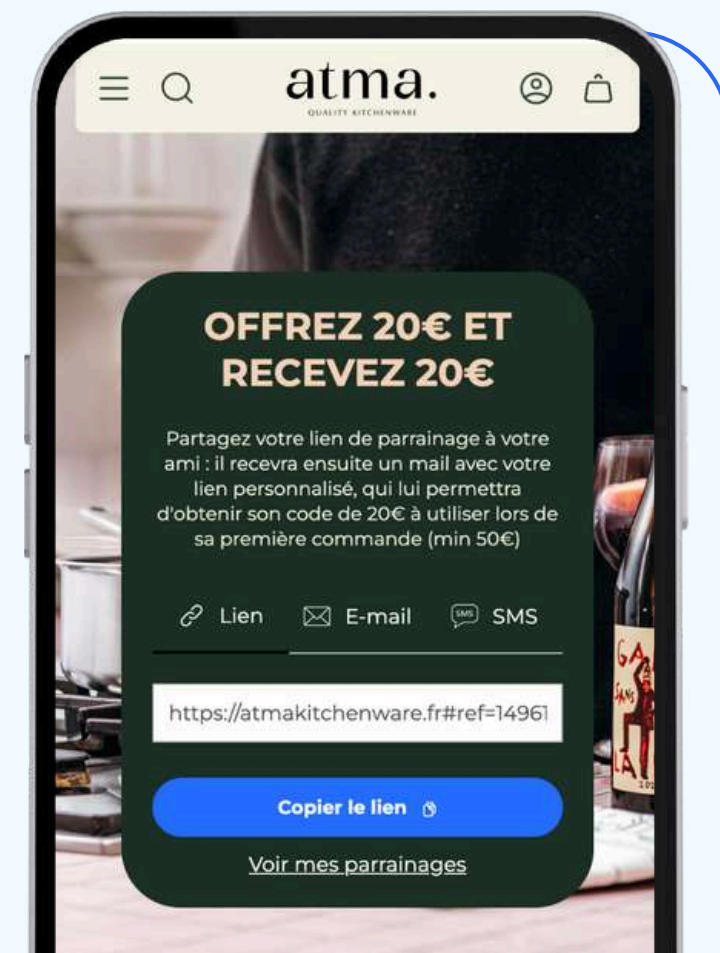
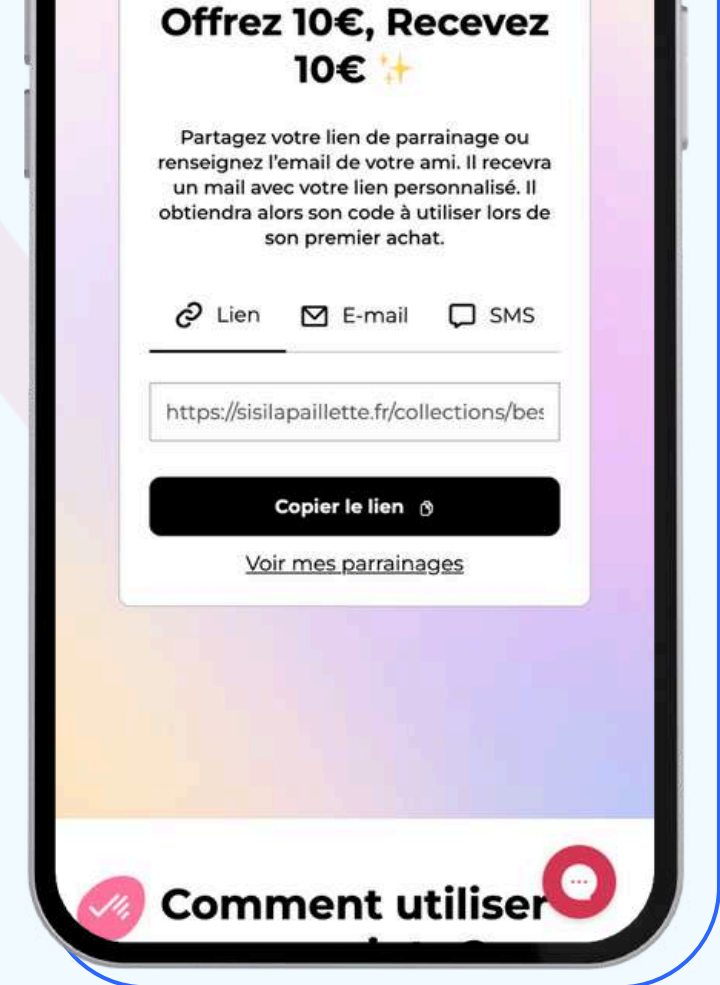
# WHAT IS A REFERRAL PROGRAM?

Referral programs are a bit like word-of-mouth in digital terms

In concrete terms, it involves **motivating your customers to recommend your brand** to their friends and family, in exchange for a reward.

In general, the system is quite simple: customers share a link or referral code with their friends.

And if one of them makes a purchase, everyone wins The referrer receives a reward (discount, gift, loyalty points), and so does the referred friend.



# **THE 6 BENEFITS OF A REFERRAL PROGRAM**



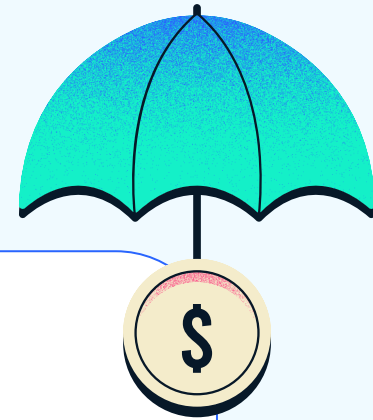
# THE 6 BENEFITS OF A REFERRAL PROGRAM

1

## Cost-effective customer acquisition

You only spend when your customers bring you new buyers.

The result: every euro invested generates a direct ROI, with customers more likely to convert thanks to a recommendation from someone close to them.



**x7**

The acquisition cost of referrals is 7x lower than that of Social Ads.



2

## Increased customer retention

By recommending your brand, referrers feel more invested in your success.

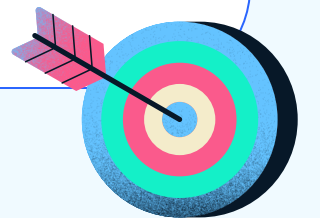
This feeling of belonging creates a stronger bond and increases their retention rate over the long term.

3

## Greater brand confidence

Personal recommendations, whether among friends or family, are perceived as much more trustworthy than traditional advertising.

This immediate trust encourages the conversion of new customers.



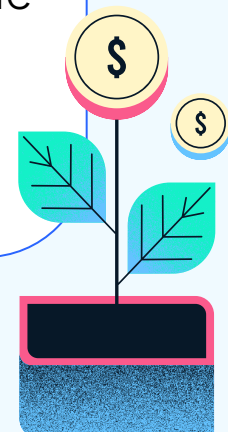
# THE 6 BENEFITS OF A REFERRAL PROGRAM

4

## Natural viral effect

Referral creates a snowball effect: each satisfied customer leads to others, who in turn recommend your brand.

This organic spread can rapidly grow your customer base without any additional investment, amplifying the reach of your program naturally.



5

## Attracting high VA customers

Customers acquired through referral often have a higher average basket, and already have a positive predisposition towards your brand thanks to the trust they place in the referrer.

This often translates into higher average baskets and increased loyalty.

6

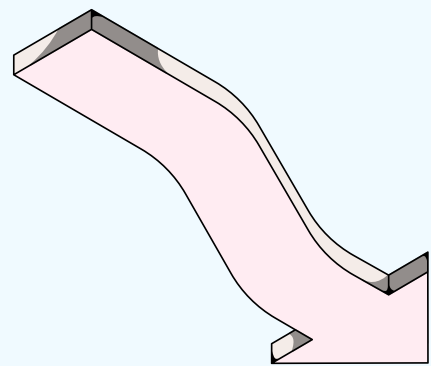
## Increased sales

By attracting new customers and retaining existing ones, referral boosts your sales.

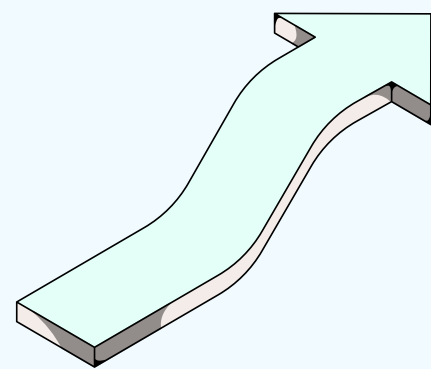
Rewards encourage referrers and referred customers to buy, while the trust built up increases conversion rates.



# IN A NUTSHELL



**REFERRAL  
LOWERS**



**REFERRAL  
INCREASES**

## The CAC

Customers recommended by a friend are 4x more likely to buy and convert 5x faster\*.

## Average basket

Customers recommended by a friend spend 15-25% more on their first order\*.

## Retention rate


Recommended friends are 18% more likely to remain customers in the years to come and to make repeat purchases.\*

## The LTV

Recommended customers have a Lifetime Value 16% higher than non-recommended customers\*.

\*according to studies by Mention Me, McKinsey and Harvard Business Review





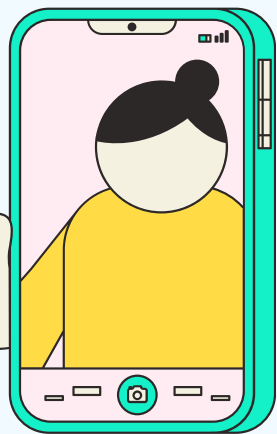
# **6 PSYCHOLOGICAL DYNAMICS TO KNOW**



# 6 PSYCHOLOGICAL DYNAMICS TO KNOW

The success of a referral program depends largely on powerful **psychological dynamics** that **influence** customer **behavior**.

Understanding these mechanisms will help you design an effective referral program.



## 1. The reciprocity effect

This psychological principle is based on a **human tendency to reciprocate** when something is received.

In a referral program, this dynamic is triggered when the referrer receives a reward for recommending the brand. But the effect doesn't stop there.

The referree, who often benefits from a discount or exclusive advantage when making his or her first purchase, may feel obliged to reward the referrer by making this purchase.

This **feeling of “owing a favor”** to a friend who has shared a tempting offer encourages the referral to take action, reinforcing the effectiveness of the program.

# 6 PSYCHOLOGICAL DYNAMICS TO KNOW

## 2. Social trust

Personal recommendations carry much more weight than any advertising. It's all about **trust between friends**.

And, honestly, who hasn't asked someone close to them for their opinion before buying something?

People tend to follow the advice of those they trust, which naturally increases the chances of conversion.

By building on existing relationships, you **leverage social trust** to win new customers.

## 3. The need to belong

The need to belong is one of the deepest human motivations. It reflects our **desire to be part of a group**, to feel connected to others, and this is particularly true in the context of referral programs.

This mechanism plays a key role in the way your customers interact not only with your brand, but also with the people around them.

When a customer participates in a referral program, he's not just making a recommendation. They're sharing **something personal with their social circle**.

By recommending a brand they like, they reinforce their sense of belonging to a community - that of your loyal customers.



# 6 PSYCHOLOGICAL DYNAMICS TO KNOW

## 4. Personal valorization

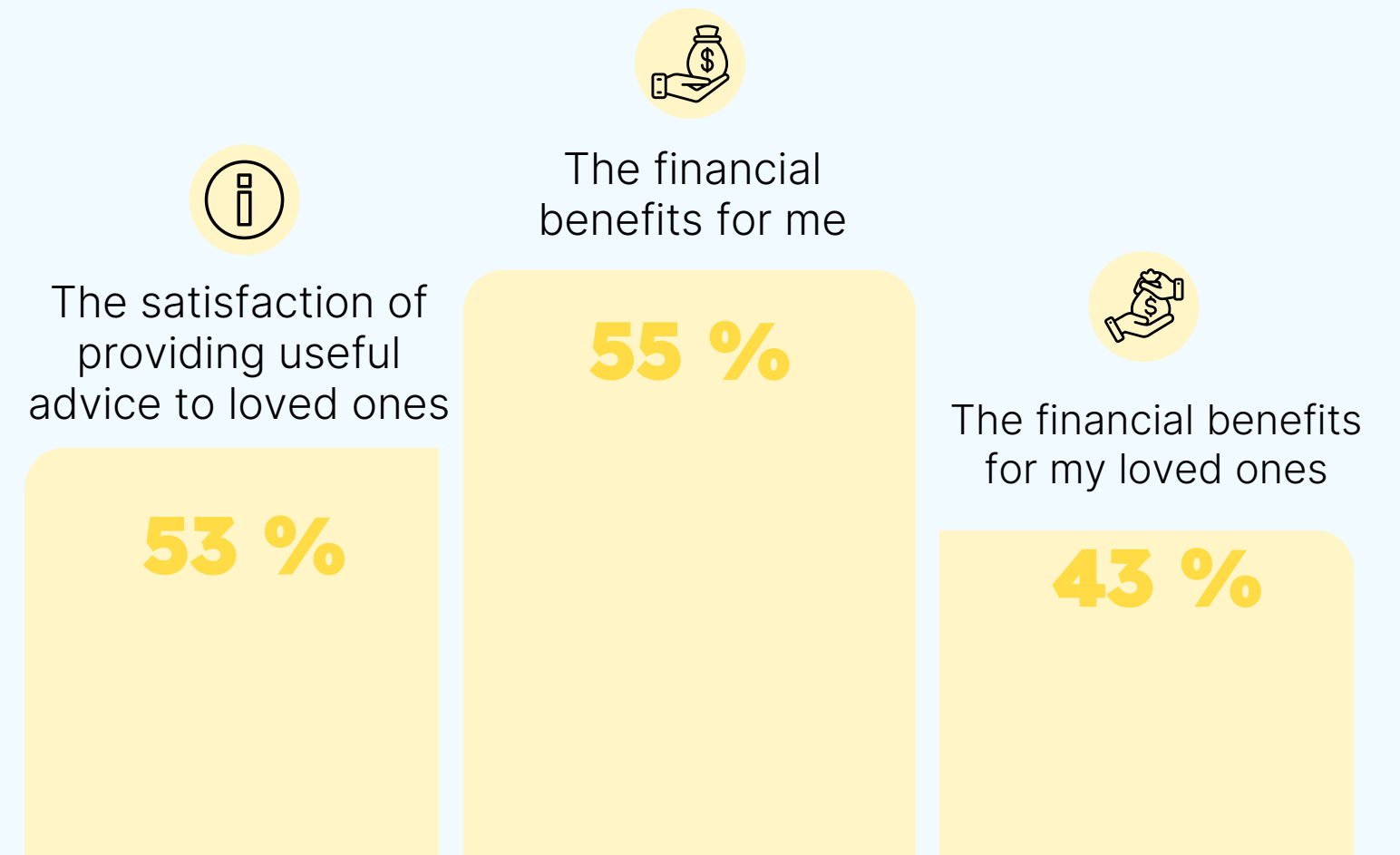
The self-worth mechanism is based on **the human need to feel recognized and appreciated** for one's actions.

When a customer recommends a brand as part of a referral program, he takes on the **role of advisor or expert** to those around him. This boosts their self-esteem, as they play a key role in the purchasing decisions of their friends and family.

It's not just the reward that motivates the referrer: it's also the satisfaction of knowing that he or she has been useful and influential. This **rewarding role** encourages customers to repeat the referral experience, as they find it personally gratifying.



### What motivates you to refer friends and family?



Figures from our 2024 survey of 1,026 French people aged 18 to 55.

[See the full report](#)

# 6 PSYCHOLOGICAL DYNAMICS TO KNOW

## 5. Social proof

Purchasing decisions are **largely influenced** by the behaviors observed in our social circle.

This is the idea that if several people around us like a product or brand, chances are we'll like it too.

This phenomenon, known as **social proof**, plays a major role in referral. When someone recommends a product to their friends, they are providing a form of **social validation**.

The **group effect** reinforces the attractiveness of the offer, as consumers feel reassured by the fact that someone they know and trust has made this choice.

## 6. Perceived exclusivity

Perceived exclusivity plays on customers' desire to access unique benefits.

When a program proposes offers reserved for referrer and godchildren (such as special discounts or early access to products), it creates a **feeling of privilege**.

This feeling of being part of a **small, privileged circle** reinforces participants' commitment.

Perceived exclusivity also acts as a **lever to create envy** among new customers, who in turn want to benefit from these advantages.



# **WHAT REWARDS TO OFFER?**



# TWO-WAY REWARDS

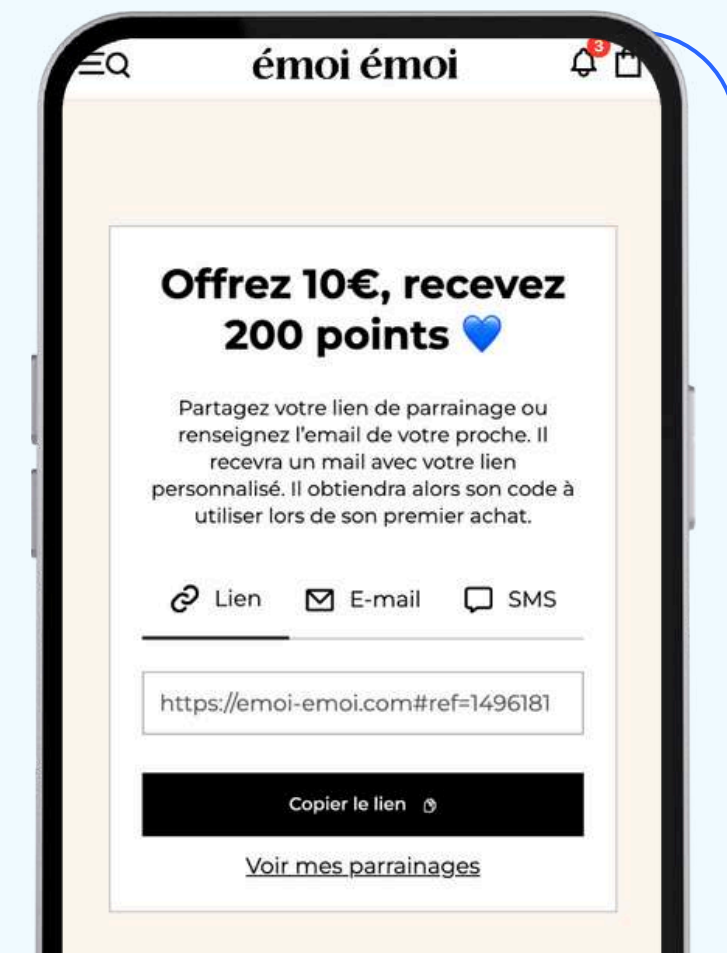
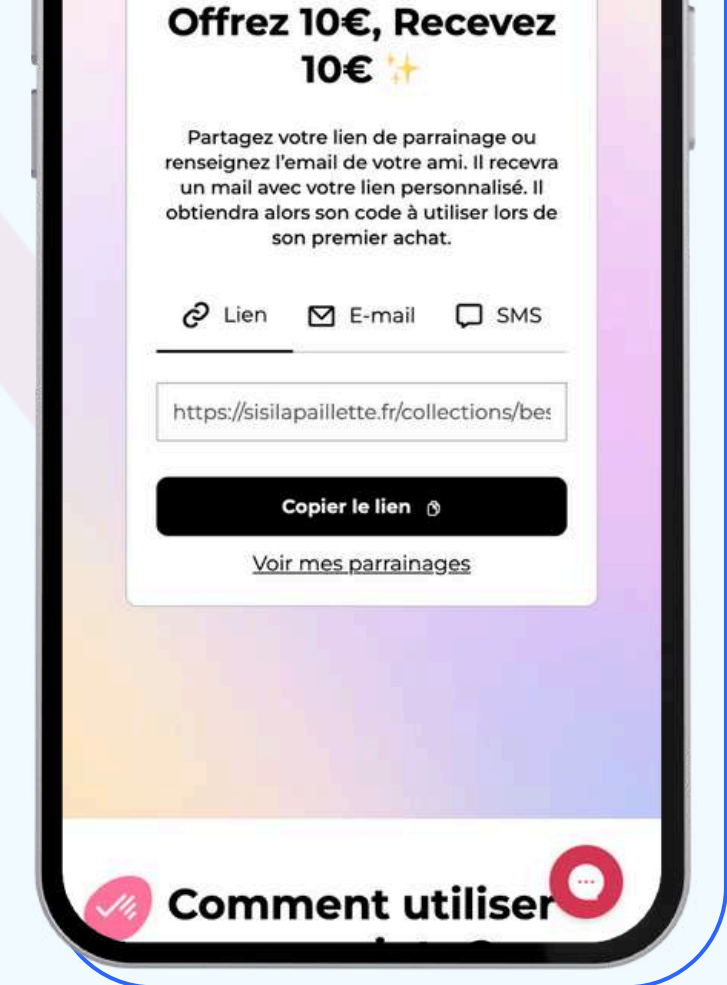
First and foremost, it's essential to offer **two-way rewards** in a referral program, i.e. to reward both the referrer and the referree.

Why is this?

Because it reinforces the motivation of both parties to participate and engage with your brand.

The referrer feels rewarded for recommending your product, while the referral benefits from an advantage that encourages them to finalize their purchase.

By rewarding both, you fuel a **dynamic of reciprocity and mutual commitment**, guaranteeing a satisfying experience for both.

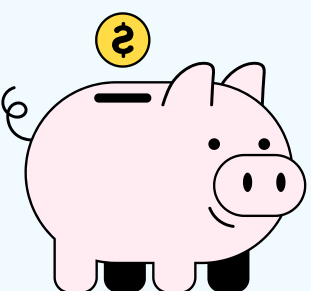


# TANGIBLE REWARDS

Design rewards so attractive that your customers will find it hard to resist recommending you to their friends and family.

According to a recent study, vouchers and promotional codes form the podium of the most attractive rewards.

They show a marked inclination on the part of consumers for **immediate benefits**, with **concrete, tangible values**.



## Which rewards appeal to you most?



Figures from our 2024 survey of 1,026 French people aged 18 to 55.

[See the complete report](#)



# TANGIBLE REWARDS

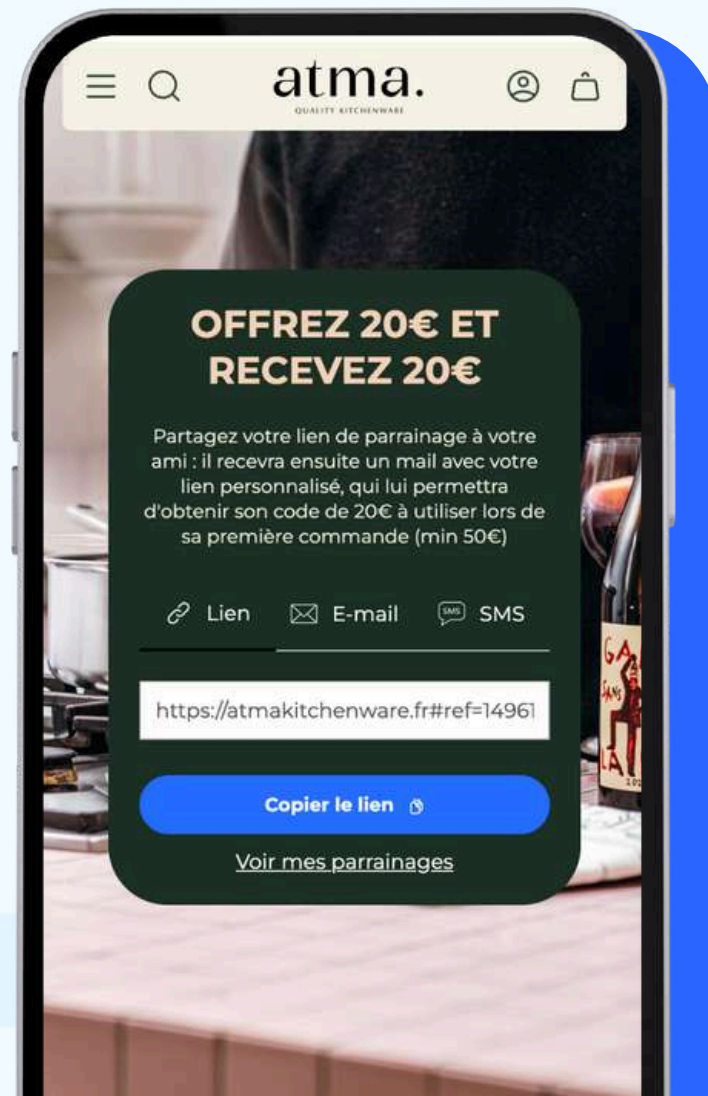
## So, vouchers or coupon codes?

Well, it all depends on your average shopping basket!

YOUR AVERAGE SHOPPING BASKET  
**LESS THAN** €50?

Give preference to **coupon codes**.

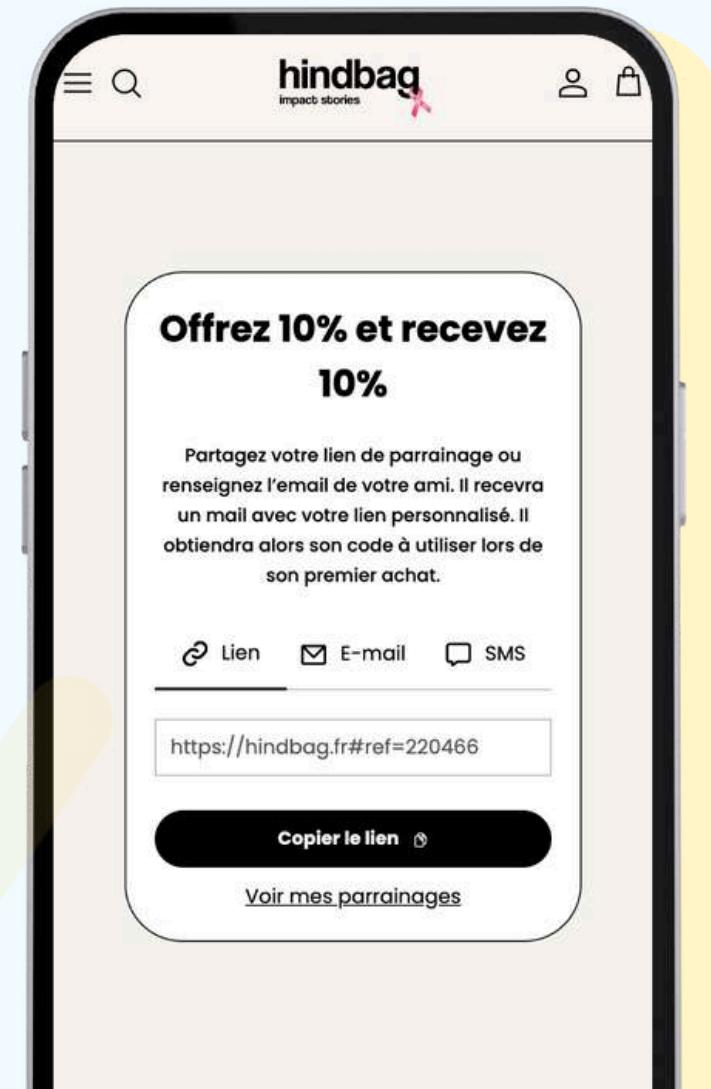
They offer an immediate incentive and are perfect for generating fast conversions without impacting your margin too much on each transaction.



YOUR AVERAGE SHOPPING BASKET  
IS **OVER** €50?

Here, **vouchers** are often more effective.

They encourage customers to spend more to take full advantage of their reward, while increasing the likelihood of repeat purchases.



# THE AMOUNT OF YOUR REWARDS

---

As a general rule, we recommend **offering €10 to referrer and €10 to referree** in a referral program.

This is a good starting point, but it's **important to adjust these amounts** according to the specificity of your brand and your objectives.

Here are some tips for fine-tuning your rewards:



1. Analyze your average basket



2. Calculate your gross margins



3. Take your customers' LTV into account



4. Compare with the CAC of other channels



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## 1. Analyze your average basket



Calculate the percentage of your average basket you can offer without significantly reducing your profit margin.

For example, for an average basket of €80, a €10 reward represents 12.5% of the basket. If this percentage remains below your net margin (e.g. 20%), you maintain a certain level of profitability.

For average baskets under €50, it's advisable to keep rewards below 10%.

## 2. Calculate your gross margins



## 3. Take your customers' LTV into account



## 4. Compare with the CAC of other channels



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## 1. Analyze your average basket



## 2. Calculate your gross margins



Evaluate the gross and net margins on your products before defining the value of the rewards.

If your gross margin is 40% on an average basket of €100, then a €10 voucher corresponds to 10% of this margin.

Take into account your overheads and marketing costs to determine the net margin, and make sure that the sum of the vouchers does not exceed this margin to remain profitable.

## 3. Take your customers' LTV into account

## 4. Compare with the CAC of other channels



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1. **Analyze your average basket** ✓

2. **Calculate your gross margins** ✓

3. **Take your customers' LTV into account** ✓

Calculate your customers' average LTV.

For example, if the average LTV of your customers is €300, you can afford to offer a more generous voucher on the first purchase (such as €15), as you'll recoup this investment on future purchases.

If the LTV of your referrals is lower, adjust the reward to maintain short-term profitability.

4. **Compare with the CAC of other channels**



# THE AMOUNT OF YOUR REWARDS

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**1. Analyze your average basket** ✓

**2. Calculate your gross margins** ✓

**3. Take your customers' LTV into account** ✓

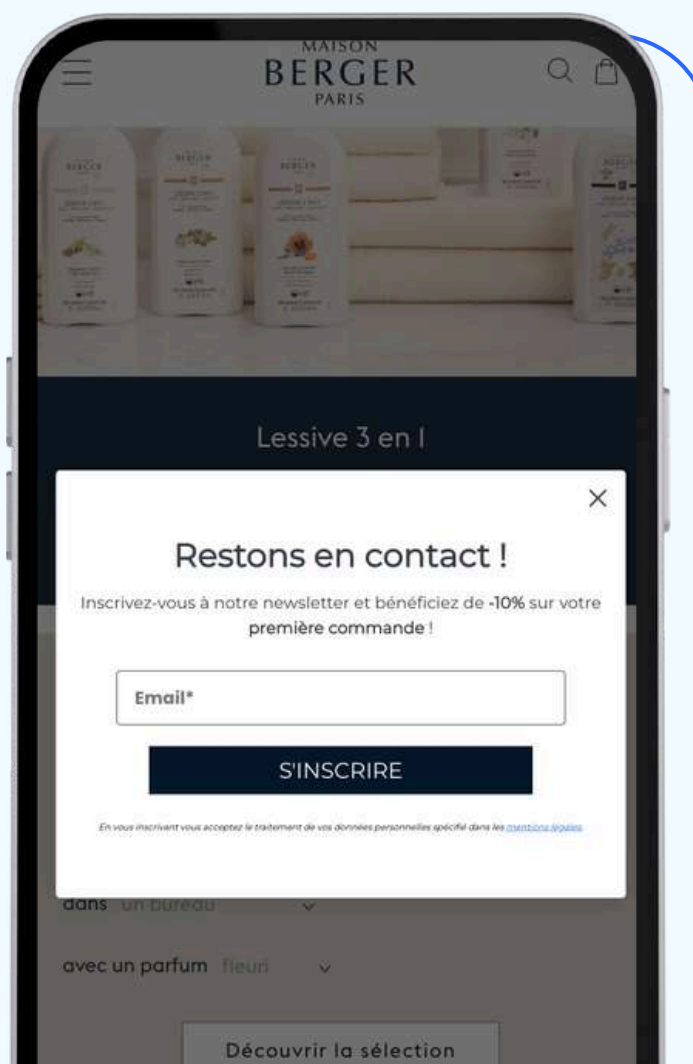
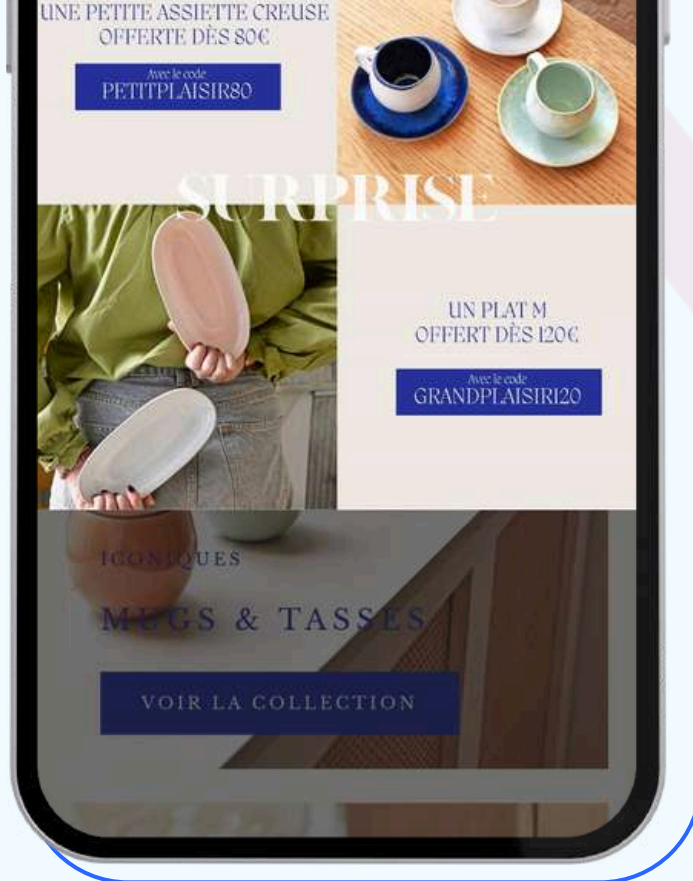
**4. Compare with the CAC of other channels** ✓

Calculate the total cost of acquisition via referral (value of rewards + impact on margins + processing fees).

Compare it with the CPA of your other acquisition channels, such as Social Ads or Google Ads.

Adjust the amount of rewards based on results to maintain a competitive acquisition cost.





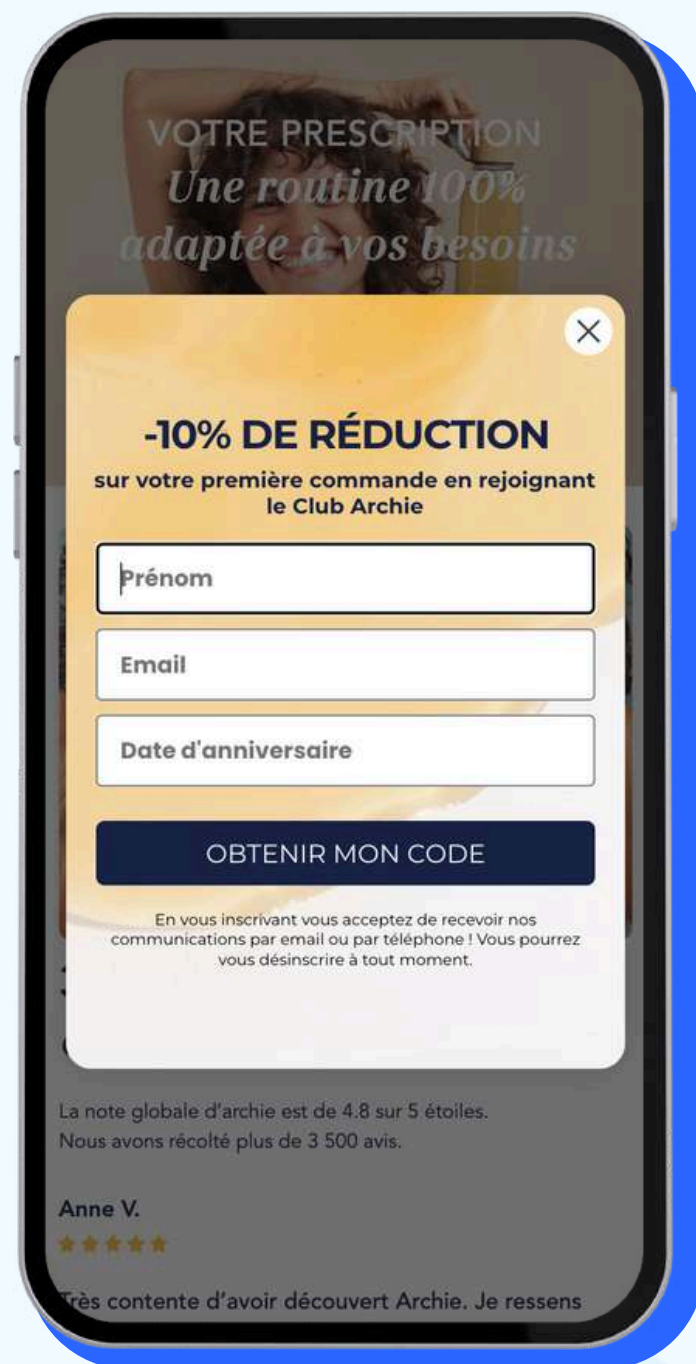
# MORE GENEROUS REWARDS THAN YOUR WELCOME OFFERS

Make sure your referral program isn't **cannibalized** by your welcome or newsletter sign-up offer!

These offers often offer a handsome 10% discount for new opt-ins.

If your referral program is less generous, it's likely to **go unnoticed**. The idea is to ensure that referral remains the best option for your customers.

Offer **more attractive rewards** than the newsletter, so that your customers really want to recommend the brand to their friends and family.



# **REFERRAL CODES**





# THE VALIDITY PERIOD OF YOUR REFERRAL CODES

When defining the validity period of your referral codes, it's crucial to strike the **right balance between generosity and incentive** to buy.

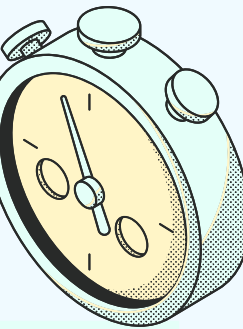
The aim is to motivate the referred customer to take action quickly, without giving them too much time to hesitate.

Here are our recommendations for adjusting the validity period according to your brand's average shopping basket



Take into account the average re-purchase time to adjust these times. The idea is to create a sense of urgency without rushing customers.

Example: If the re-purchase lead time is 180 days, set the code validity period at 120 days.



Don't be too generous over time to maintain urgency, as the referral has already shown an intention to buy by accepting the referral offer.



Referrer code	30 days	60 days	90 days
Referred code	7 days	14 days	30 days
	↑ AOV less than 50€	↑ AOV between 50 and 100€	↑ AOV above 100€

# CUMULATIVE REFERRAL CODES

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Make sure your referral codes **can be combined with other promotional codes**, such as discounts or free shipping.

Rather than forcing your customers to choose between several benefits, you give them the opportunity to combine everything.

And believe us, that makes all the difference.

It's a great way to create a positive shopping experience, in which your customers feel like winners on every level.

What's more, referrals will be much more tempted to buy when they're able to take advantage of all the benefits.

The result: **more referrals, more loyalty**, and even more satisfied customers.



# 5 EMAIL FLOWS TO AUTOMATE



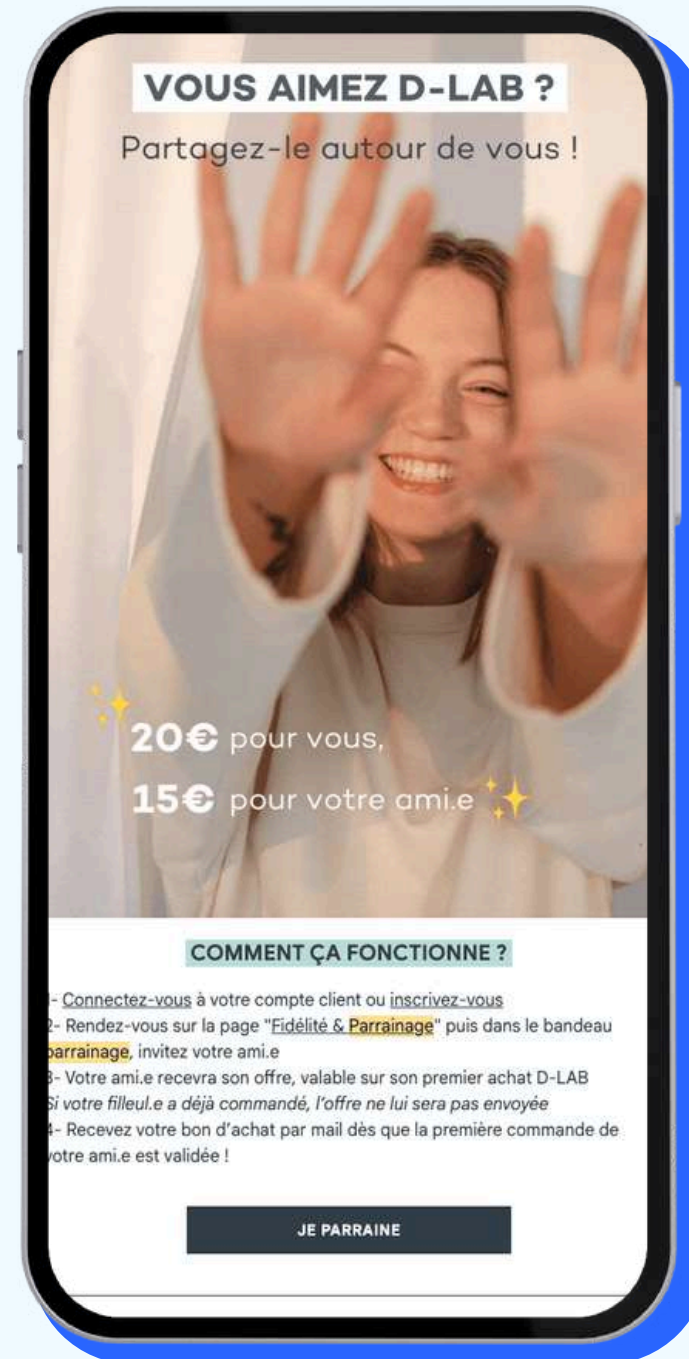
# 5 EMAIL FLOWS TO AUTOMATE

## 1. Here is our referral program

This email is sent **to your existing customers** to introduce the referral program.

It explains how the program works, the rewards involved, and invites the customer to start referring right away.

Its aim is to **make your customers aware** of the program and **encourage them** to start referring.



### 💡 Tips

- Use a catchy subject line that emphasizes the reward, such as “Win €10 by referring a friend!”.
- Be clear and concise about how the program works to avoid confusion.
- Include a visible call-to-action (CTA) with a one-click referral button.

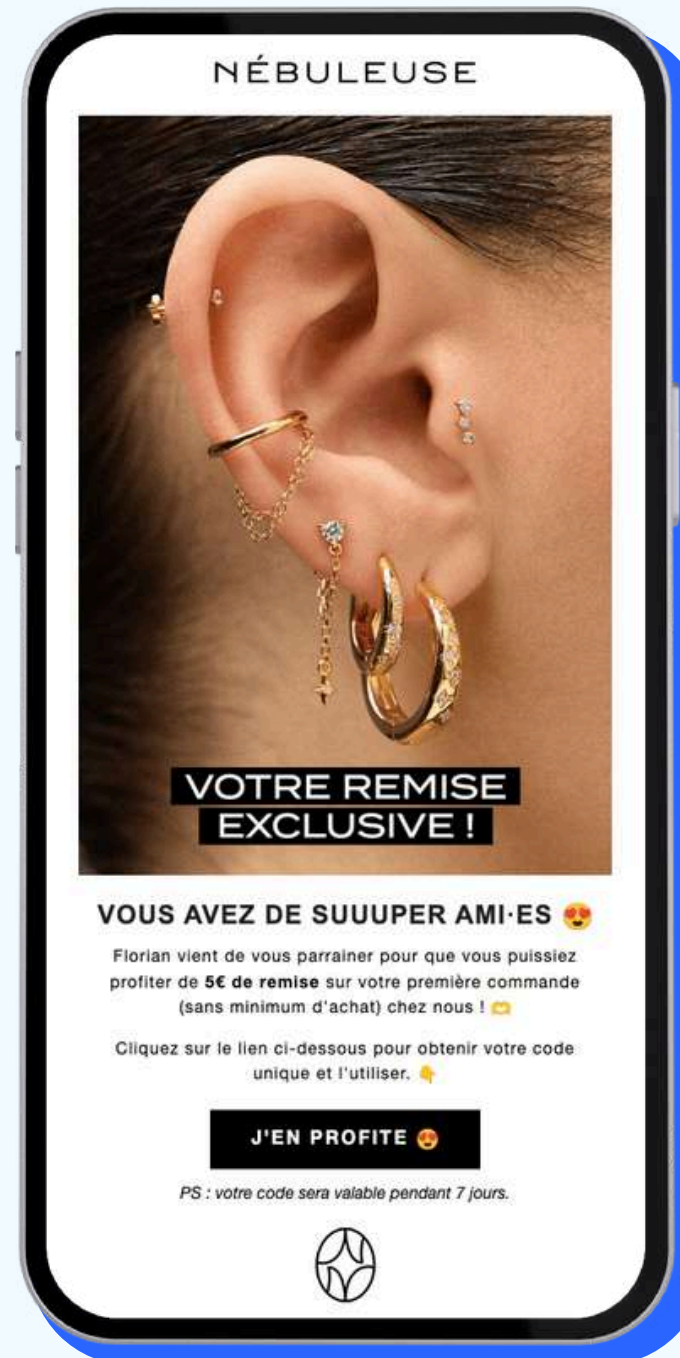
# 5 EMAIL FLOWS TO AUTOMATE

## 2. Your friend has just referred you

This e-mail is triggered when your customers enter the e-mail address of a friend they'd like to recommend you to.

This may be the **1st contact** between the friend and your brand, so take care of it.

Include a personalized message from the referring friend, **briefly introduce your brand**, and highlight the exclusive benefits.



### 💡 Tips

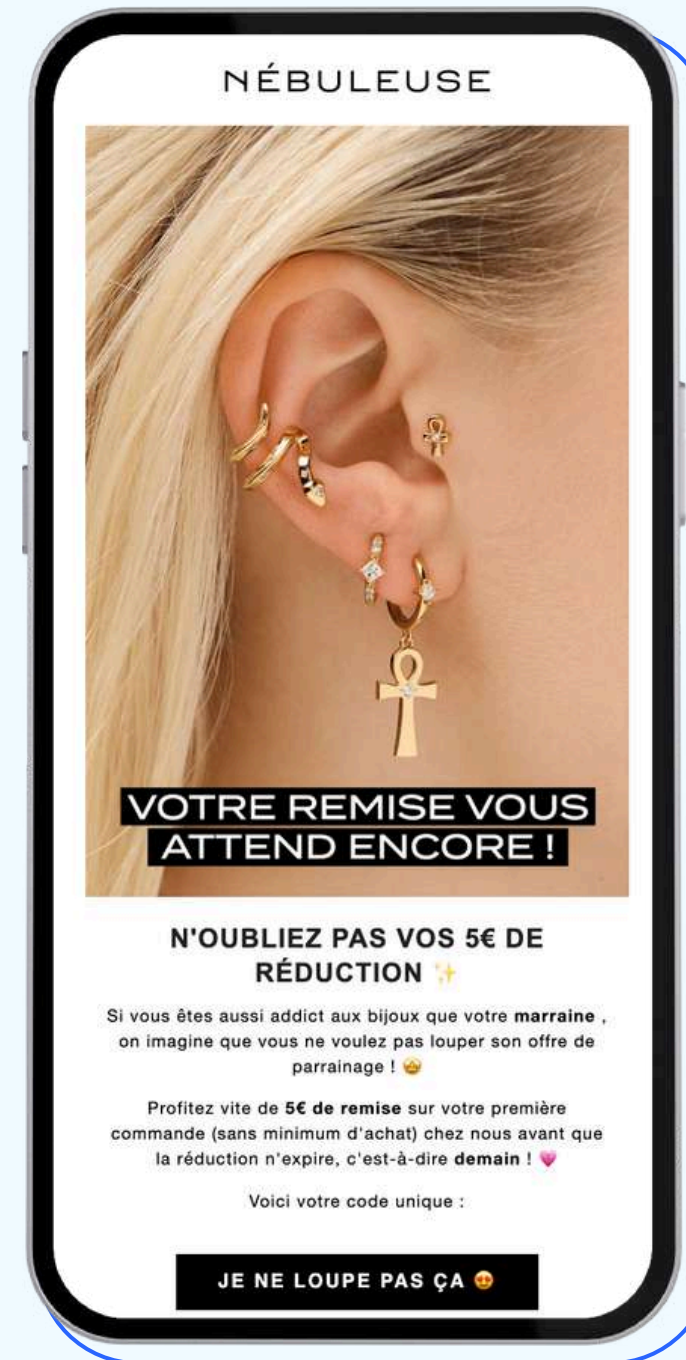
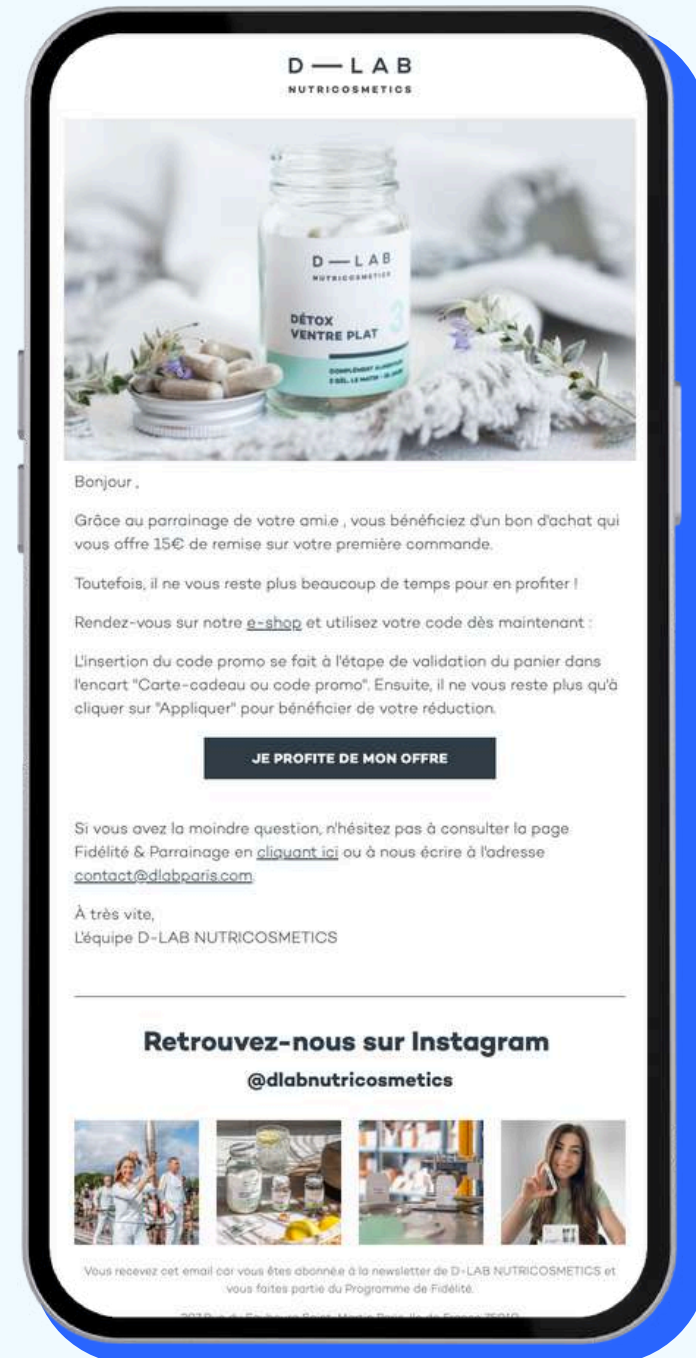
- Clearly explain the benefits for both the referred person and the referrer.
- Add a personal touch with a short message from the referer, to make the invitation more authentic and convincing.
- Explain in concrete terms how to unlock the reward.

# 5 EMAIL FLOWS TO AUTOMATE

## 3. Reminder: use your referral code!

If the referral hasn't used his referral code or link in the days following the invitation, a reminder can encourage him **not to miss the opportunity**.

The aim is to remind them of the reward and play on their **sense of urgency**.



### 💡 Tips

- Use a subject line that emphasizes urgency, such as "Last chance to take advantage of your discount!"
- Mention the code's expiry date to create a sense of rarity.
- Offer additional assistance or a quick guide to accompany the referral through the purchase process.

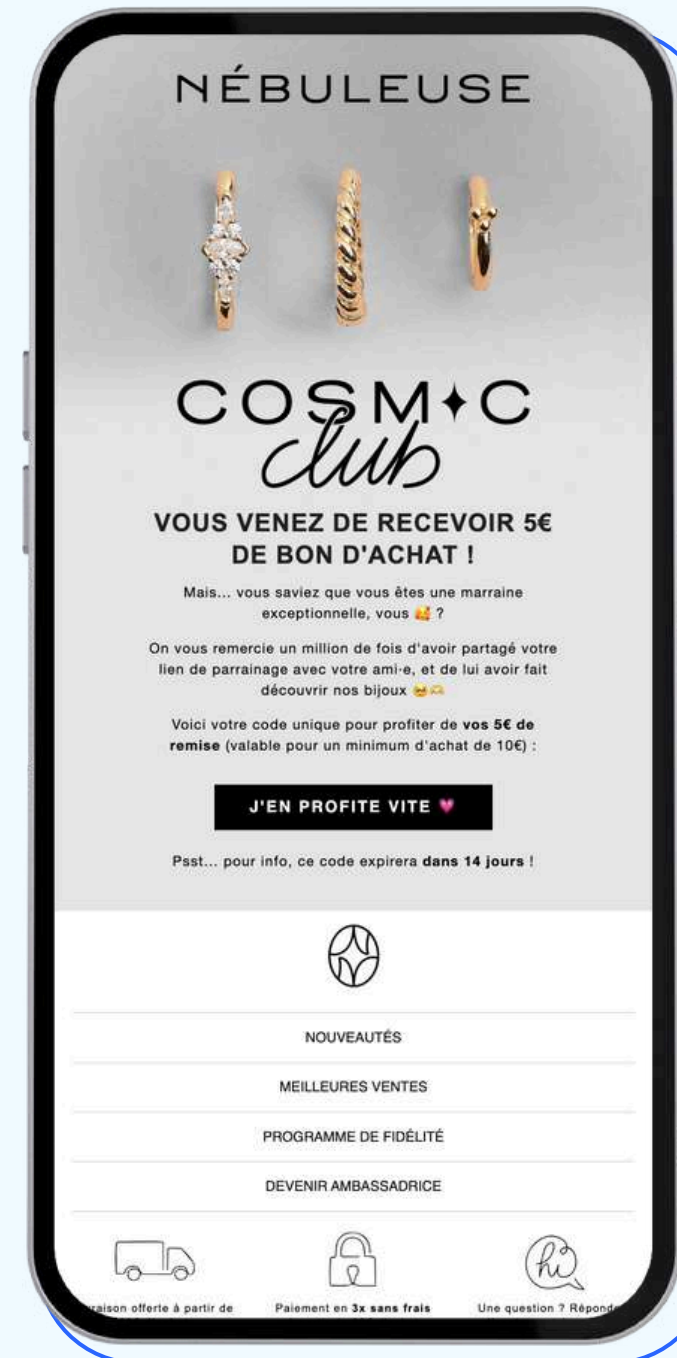
# 5 EMAIL FLOWS TO AUTOMATE

## 4. Your referral is validated.

Following on from the previous one, this e-mail is triggered when **a referred friend validates his/her shopping basket.**

It is sent to the referring customer to inform them of the success of their referral and to thank them for their recommendation.

The message must express **gratitude**, reinforce the customer relationship and **announce the reward** or benefit obtained.



### 💡 Tips

- Use a warm tone and thank your customer for their trust and recommendation.
- Explain in detail the reward they've just unlocked and how to obtain it.
- Encourage them to continue sharing their referral link with other friends.

# 5 EMAIL FLOWS TO AUTOMATE

## 5. Use your voucher before it expires!

This email is sent to the referrer a few days **before the expiry of the voucher** earned through a referral.

Its purpose is to remind the referrer that he has a reward to redeem, and to encourage him to place an order before the voucher expires.

The tone should be **encouraging** and create a **sense of urgency** to maximize conversions.



### 💡 Tips

- Use something that creates a sense of urgency, like “Your voucher expires soon! Don't let it slip away!”
- Remind them of the voucher amount available and the exact expiry date.
- Offer a selection of products or personalized suggestions to help the referrer use the reward quickly.



# **REFERRAL CHANNELS**



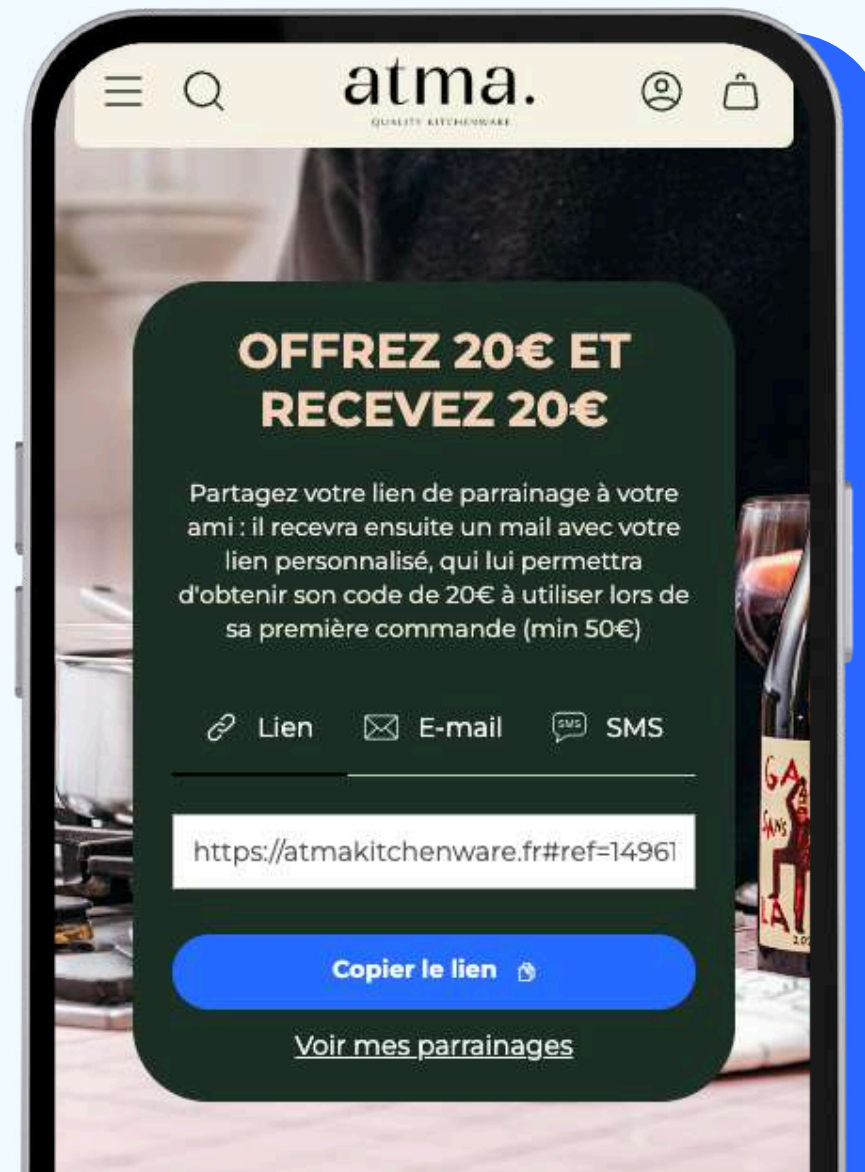
# REFERRAL CHANNELS

Your customers should be able to share your program in **as few clicks** as possible, on **as many channels as possible**.

They'll choose the one that's best for them, or their friend.

The key is to make sharing **simple**, intuitive and easily **accessible**, whatever the medium.

The easier it is to share, the more likely they are to take action.



1

## Referral link

The referral link is probably the most **flexible** option.

Each customer is assigned a unique link which they can share as they wish: by email, message, social networks or even via forums.

It's a great way to **maximize distribution** and reach a wider audience.

# REFERRAL CHANNELS

2

## Emails

Email remains one of the simplest and most direct ways for your customers to refer a friend.

Offer a **quick form** where they can enter their friend's email address and send the referral offer.

Make sure the email you send is **clear, attractive** and **personalized** to maximize engagement.



3

## SMS & WhatsApp

With the popularity of messaging platforms, allowing your customers to send a referral offer directly by **SMS** or **WhatsApp** (or **Messenger**) is a high value-added option.

This type of communication is often perceived as more **personal** and **immediate**, which can boost engagement.

### ABOUT SMS & WHATSAPP

Get **10 WhatsApp & SMS templates** to boost your customer retention

[See the 10 templates](#)



# REFERRAL CHANNELS

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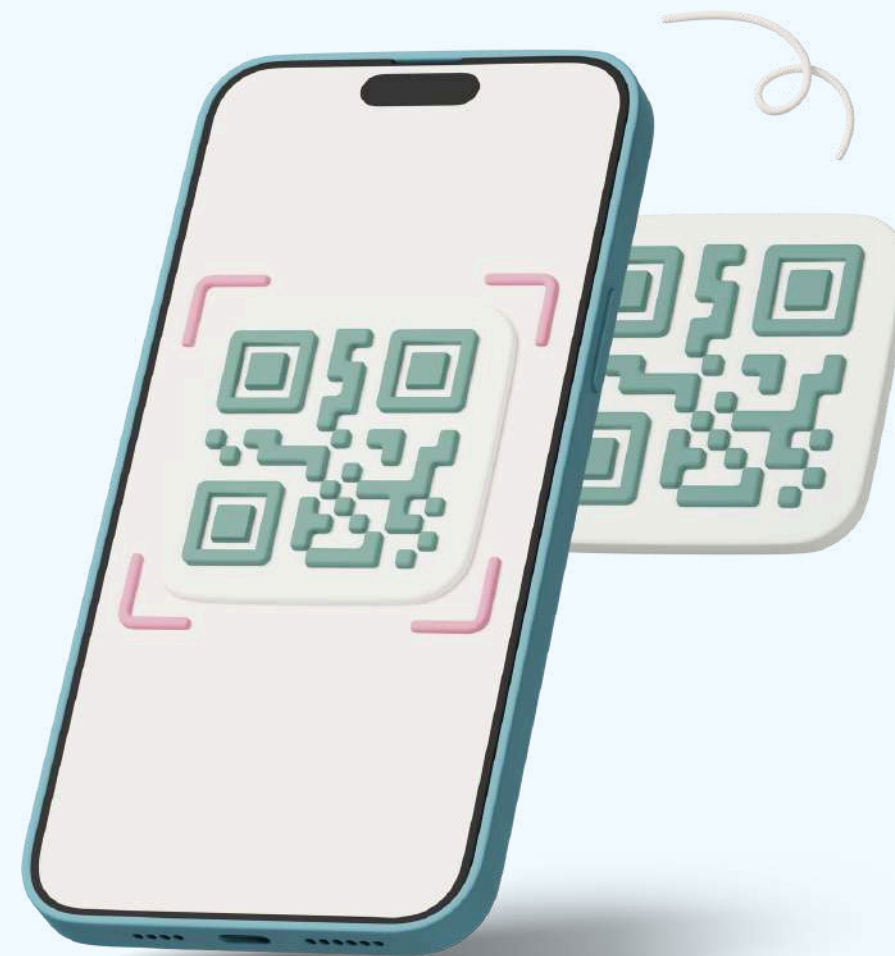
4

## Social Media

Offering the possibility of sharing a referral offer directly on Instagram or TikTok can be a powerful lever.

Your customers can reach **their entire community** in just a few clicks.

It's simple, fast and capitalizes on the **social** and **viral** aspect of referral.



5

## QR Code

For **physical** brands or those taking part in **events**, QR codes can be an easy way to refer.

Your customers scan the code and can immediately access their referral link, which they can then share with their friends.

# **3 TIPS TO REDUCE FRAUD**



# 3 TIPS TO REDUCE FRAUD

---

Without adequate **security measures**, some users may seek to bypass the system, damaging your program's profitability and the **experience of honest customers**.

It is therefore crucial to define clear rules to prevent abuse while maintaining an attractive and effective program.



## 1. Limit 3 referrals per IP address over 3 months

This rule is designed to prevent the creation of **multiple accounts** by the same user, which could lead to abuse.

This means that a customer cannot simply create several accounts under different names to benefit from the rewards several times over.

By guaranteeing that each referral comes from a unique, authentic IP address, you ensure that the program remains **fair** and **effective**.

What's more, it helps maintain **the integrity of your referral program data**, which is crucial for accurate performance analysis.

# 3 TIPS TO REDUCE FRAUD

---

Without adequate **security measures**, some users may seek to bypass the system, damaging your program's profitability and the **experience of honest customers**.

It is therefore crucial to define clear rules to prevent abuse while maintaining an attractive and effective program.



## 2. Limit 5 referrals per person per day

By setting a daily limit, you reduce the risk that some users will try to take excessive advantage of your referral program.

This helps to control referral activity and maintain a **realistic** and **natural** referral dynamic.

It also encourages **genuine** engagement, where customers recommend your brand based on genuine appreciation rather than opportunism.

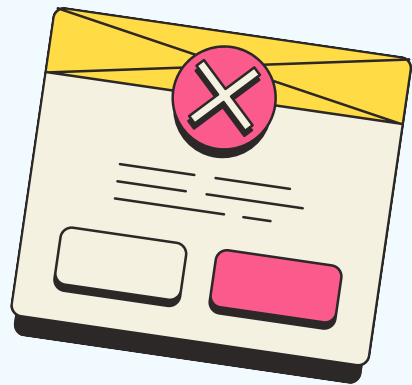
This approach fosters a **community** of engaged customers who truly believe in your product or service, rather than a system saturated by artificial referrals.

# 3 TIPS TO REDUCE FRAUD

---

Without adequate **security measures**, some users may seek to bypass the system, damaging your program's profitability and the **experience of honest customers**.

It is therefore crucial to define clear rules to prevent abuse while maintaining an attractive and effective program.



## 3. Check email addresses

Check whether the e-mail address of a referral is already present in your **CRM**. This will prevent existing customers from unduly benefiting from the program.

This is essential to ensure that every referral is a potential new customer.

If this is not the case, then the **referral code** should not work, thus preserving the main objective of the program: to attract new customers.

By limiting the program to people who have not yet been exposed to your brand, you maximize its effectiveness, while providing a positive experience for those who receive the referral.



# **10 IDEAS TO PROMOTE YOUR PROGRAM**



# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 1. Via your post-purchase flow

After each purchase, **take advantage of customer enthusiasm** by including a message in your confirmation emails, SMS or WhatsApp messages:

“Thank you for your purchase! If you liked it, here's your referral link to share it with your friends and win a reward”.

This capitalizes on **post-purchase engagement** and encourages your customers to recommend immediately.



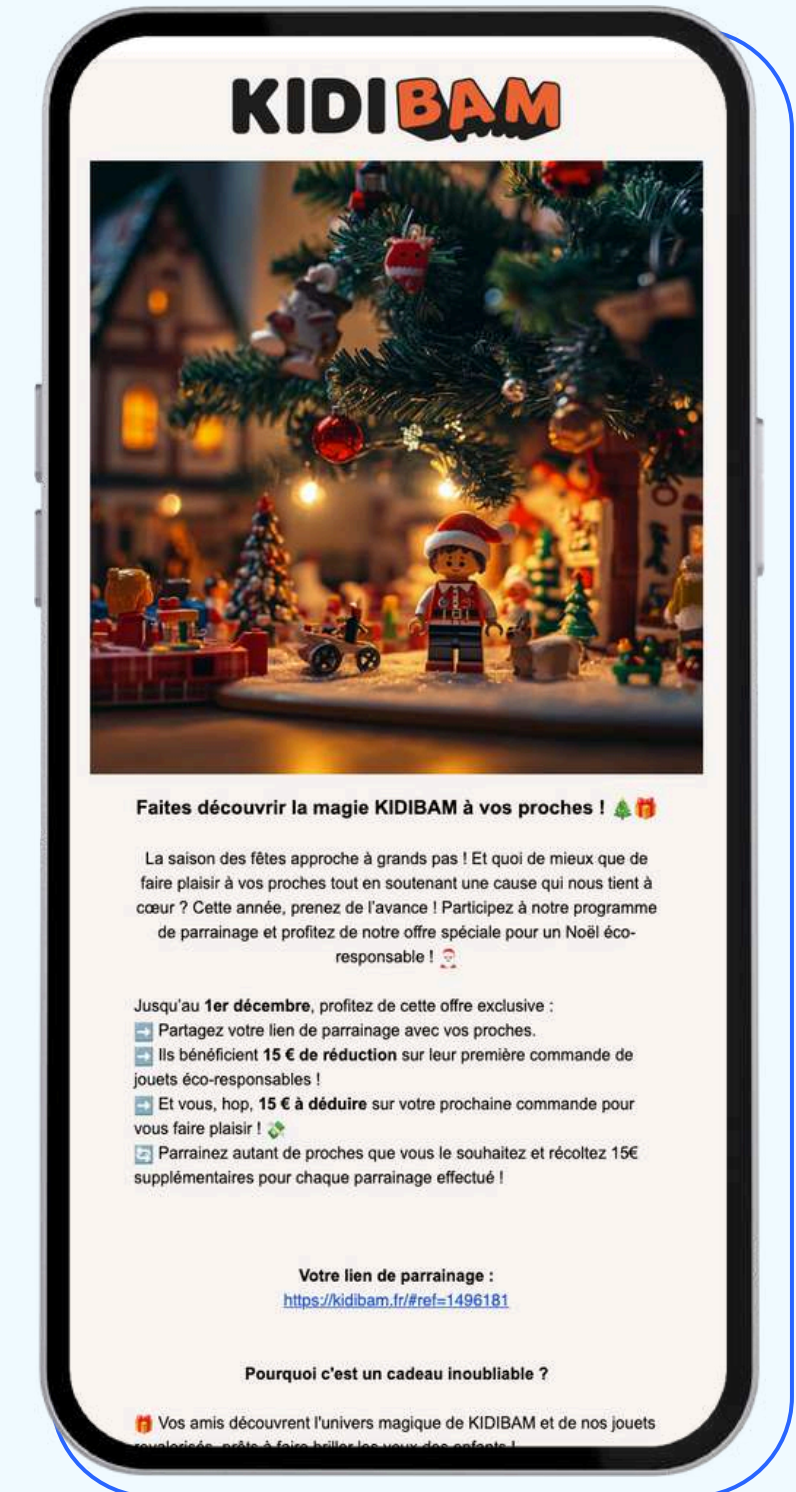
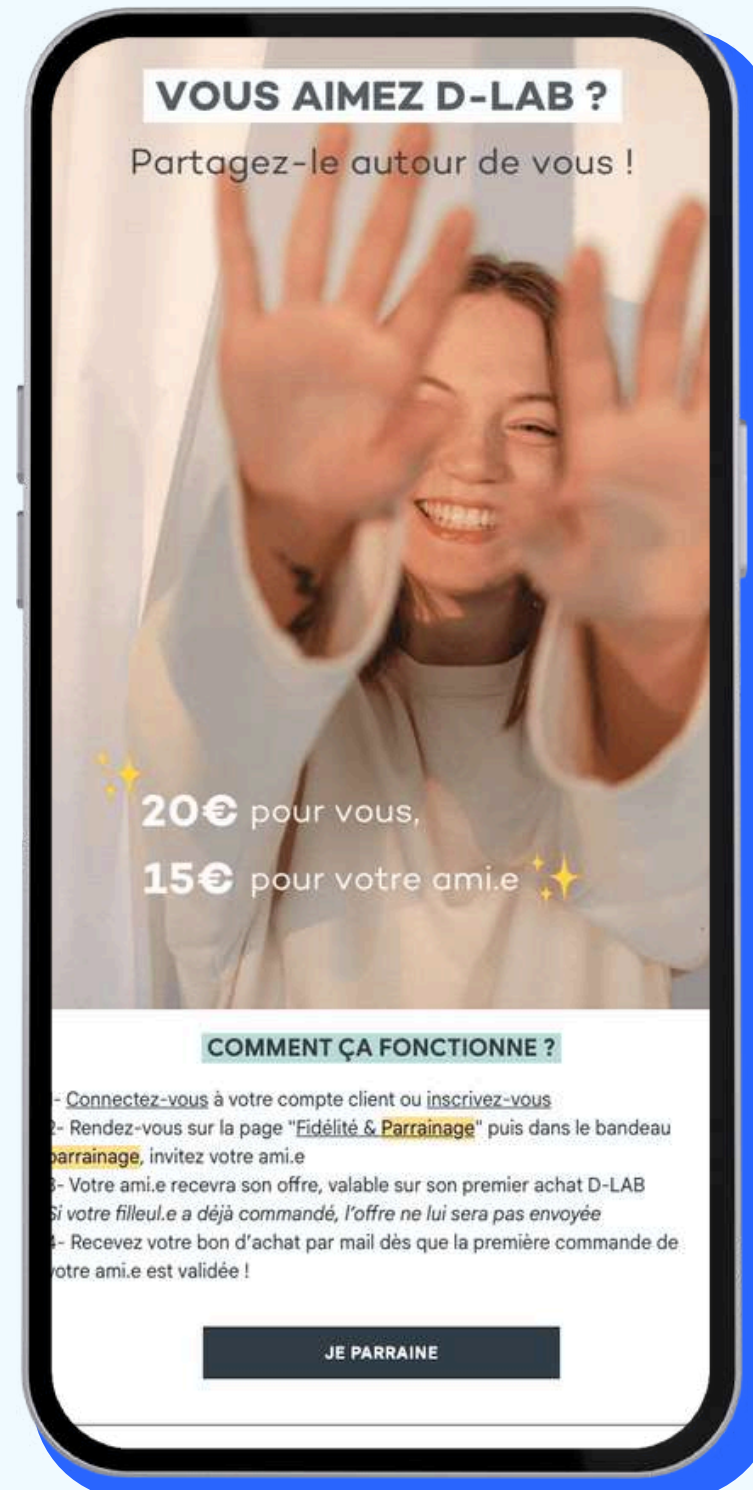
# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 2. Via dedicated e-mail campaigns

Plan dedicated campaigns for your referral program to **keep** your customers **interested**.

Whether by email, SMS or WhatsApp, these campaigns should **explain the benefits** of referral and encourage your customers to take advantage of it.

You could, for example, offer **a reminder before holidays** or special events where purchases are frequent.



# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 3. Via dynamic blocks within your e-mails

Add a banner or **dynamic block** to your **recurring emails** (such as newsletters or abandoned cart reminders).

This ensures **regular visibility** of the program without overloading your communications.

The discreet but constant reminder encourages your customers to take action.



# 10 IDEAS TO PROMOTE YOUR PROGRAM

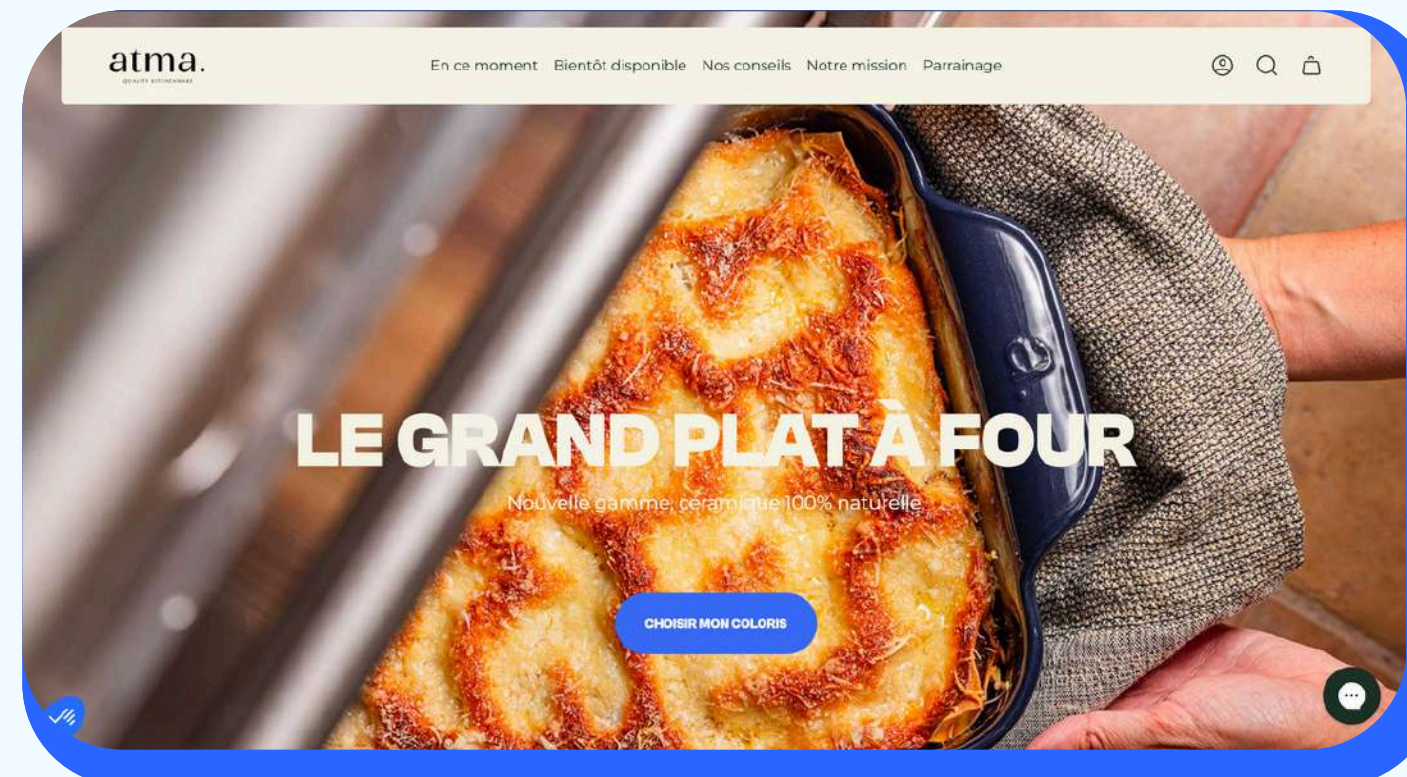
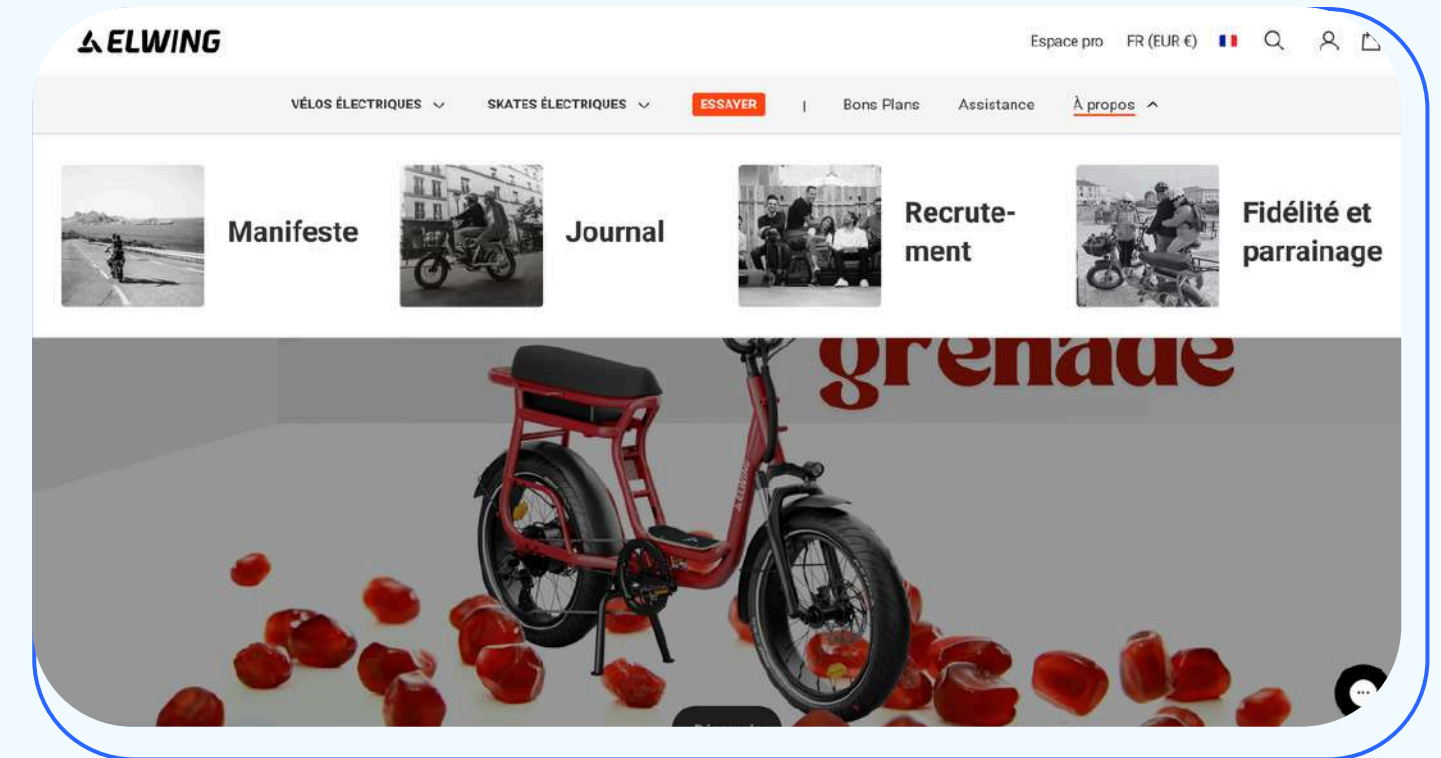
## 4. In the navigation bar

Add a tab dedicated to your referral program to your site's navigation bar.

A simple but effective strategy for increasing the visibility of your program.

By placing this link at the top of your page, you guarantee that it will be accessible to all visitors, whether new or loyal.

This captures users' attention as soon as they arrive on your site, encouraging them to discover and participate in your referral program.



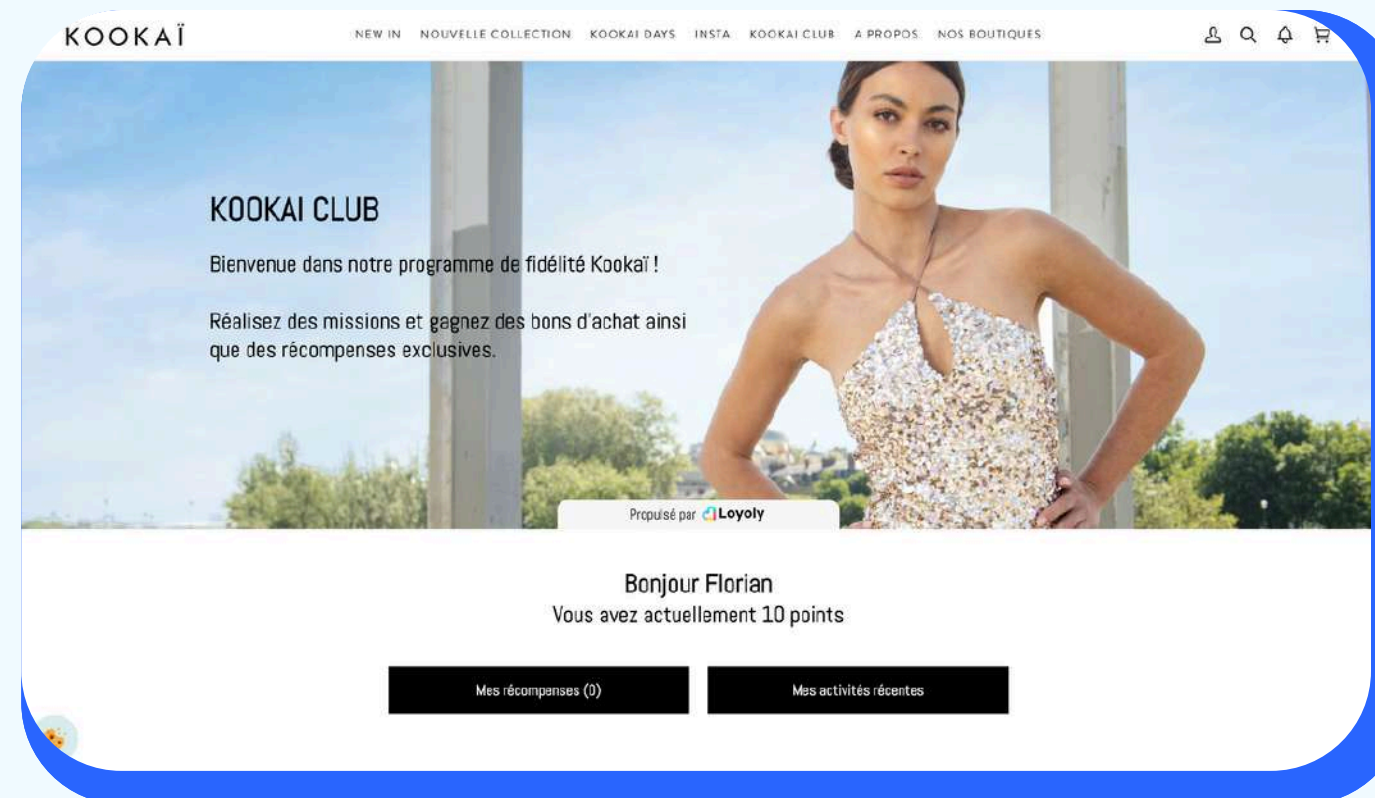
# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 5. Via a landing page dedicated to the program

This page should be carefully designed to clearly present **the benefits** of the program, **the steps involved** in referral, and **the rewards offered**.

Incorporate attractive visual elements, explanatory infographics, and even testimonials from satisfied customers who have benefited from referral.

The aim is to make the information **accessible and engaging**, so as to encourage your visitors to take action.



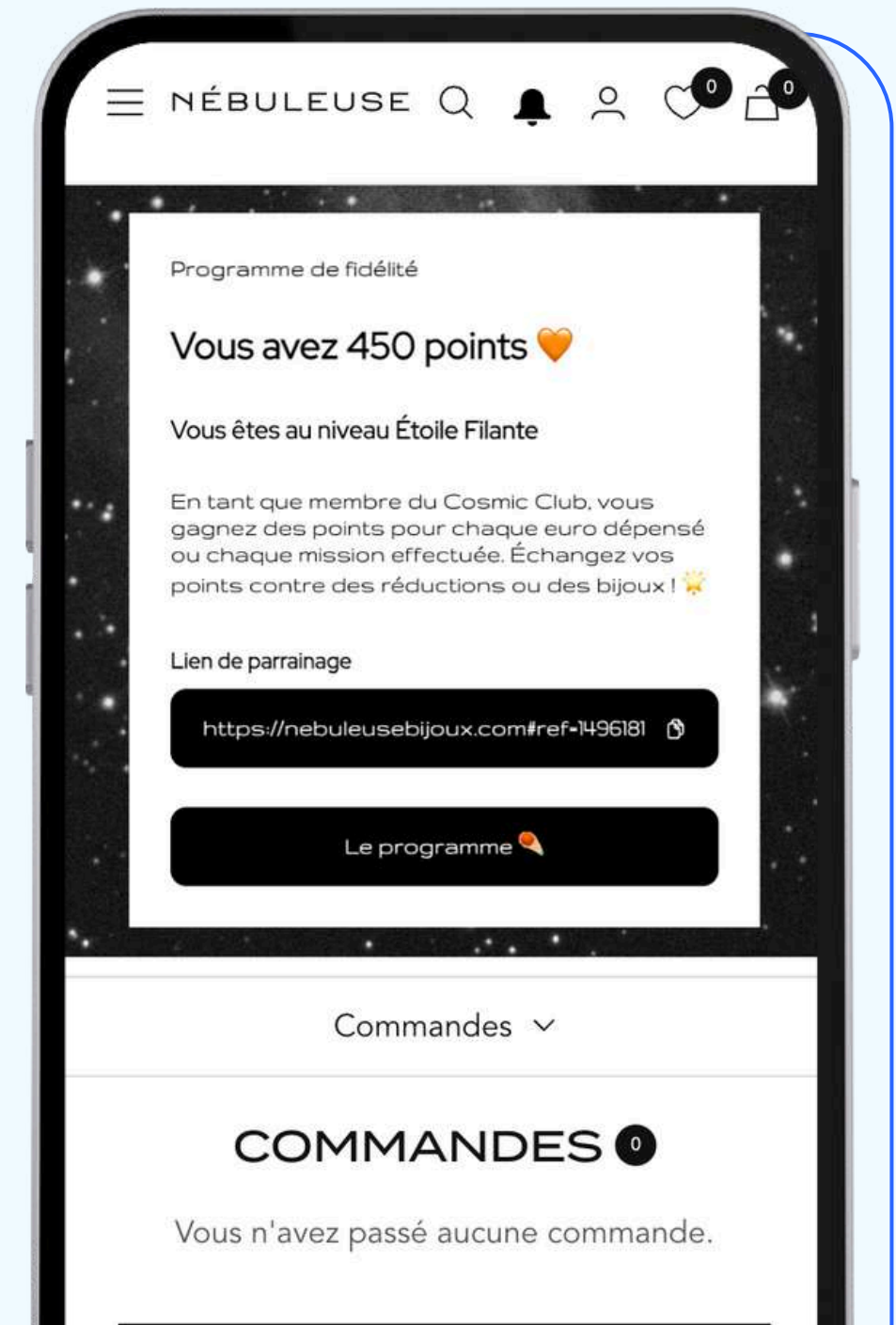
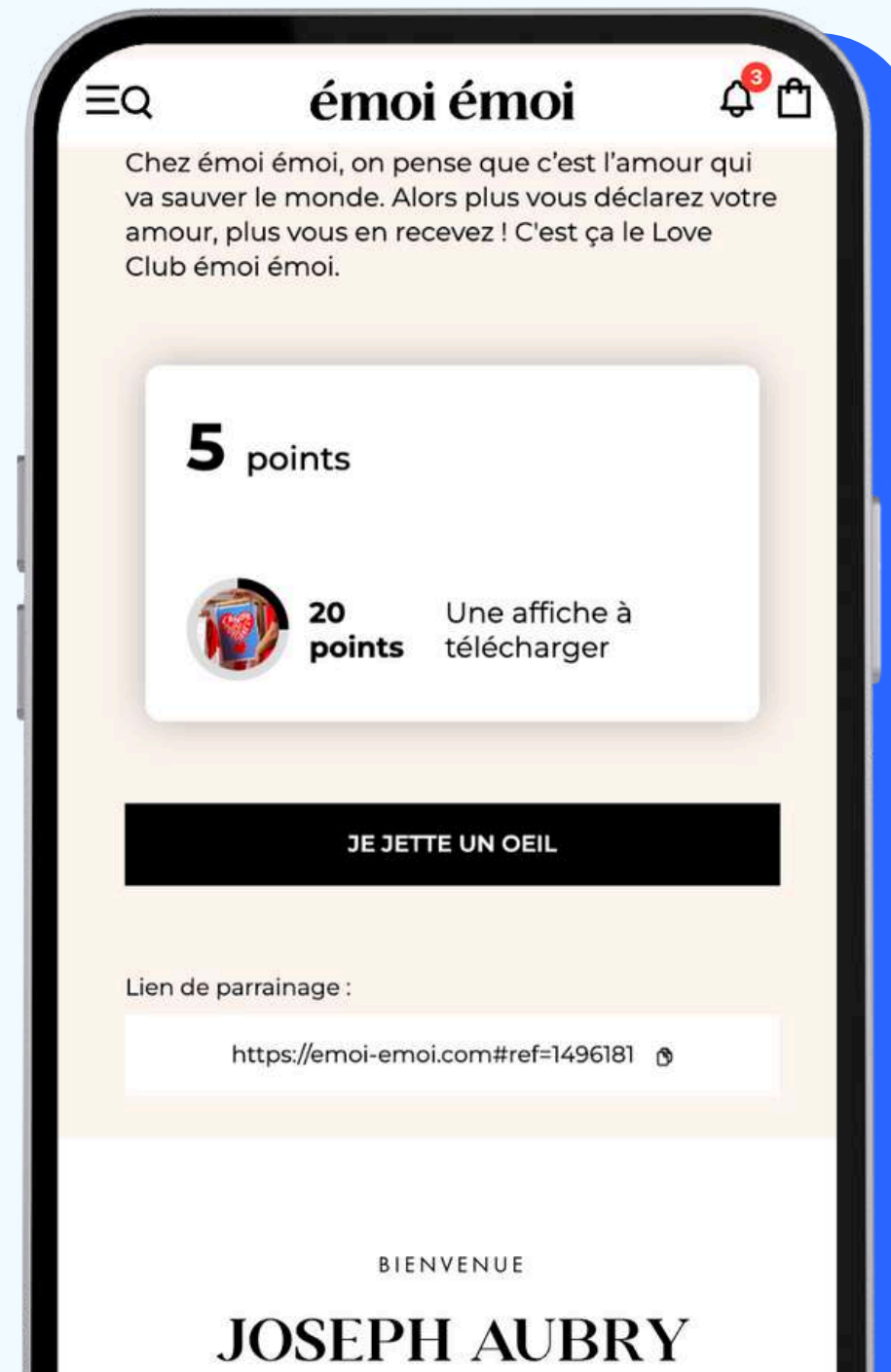
# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 6. Within your users' customer accounts

Integrate the referral link directly into your customers' personal space, where they can easily find and share it at any time.

You **maximize engagement** by reminding users of the benefits of your program every time they log on.

It also creates a **sense of belonging**, as customers feel valued as ambassadors of your brand.



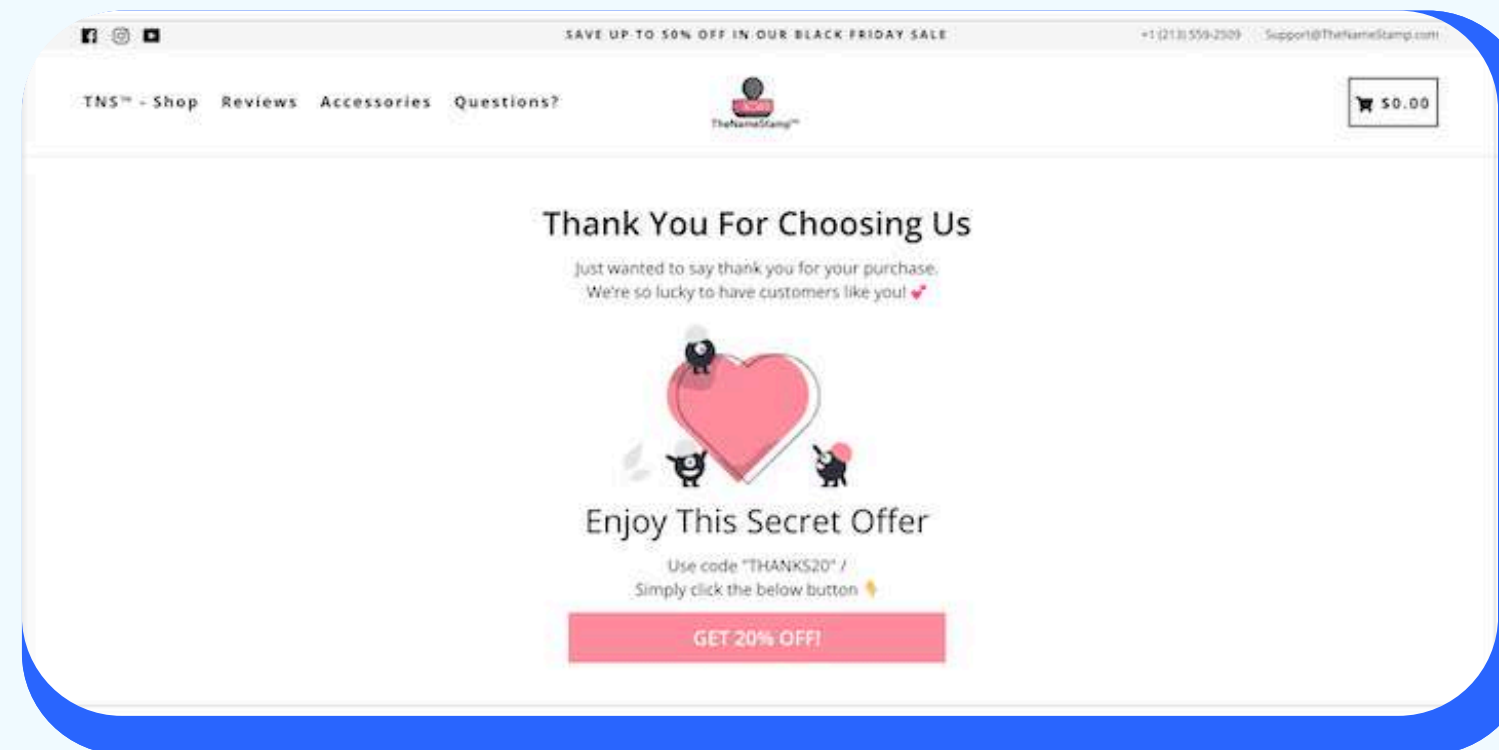
# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 7. On your purchase confirmation page

The confirmation page is a **key moment** in the customer journey, representing the culmination of a **successful shopping experience**.

It's the perfect opportunity to engage the customer by confirming their successful purchase, while encouraging them to **share their enthusiasm**.

By including a referral link, you encourage customers to recommend your brand to friends and family, capitalizing on their **immediate satisfaction**.





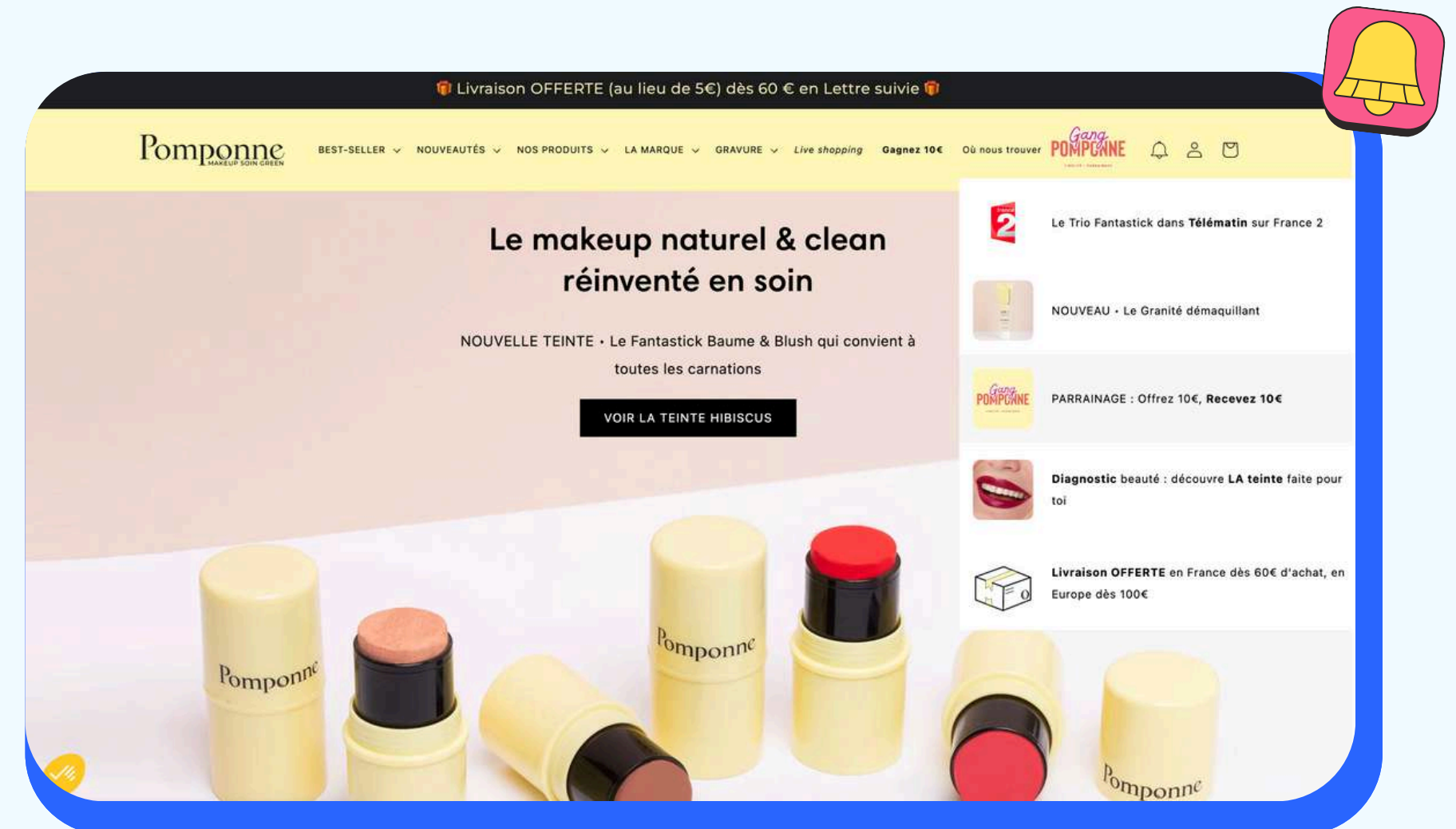
# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 8. Via your notification system

These **discreet, non-intrusive** notifications can appear at **strategic moments**, such as after a user has added a product to their shopping cart, or on their first visit to your site.

This notification should highlight the benefits of the referral program in a **concise, eye-catching** way, for example: “Share your experience! Refer a friend and win a €10 voucher.”

You create an **additional point of contact** to promote your referral program, increasing its engagement and adoption rate among your customers.



# 10 IDEAS TO PROMOTE YOUR PROGRAM

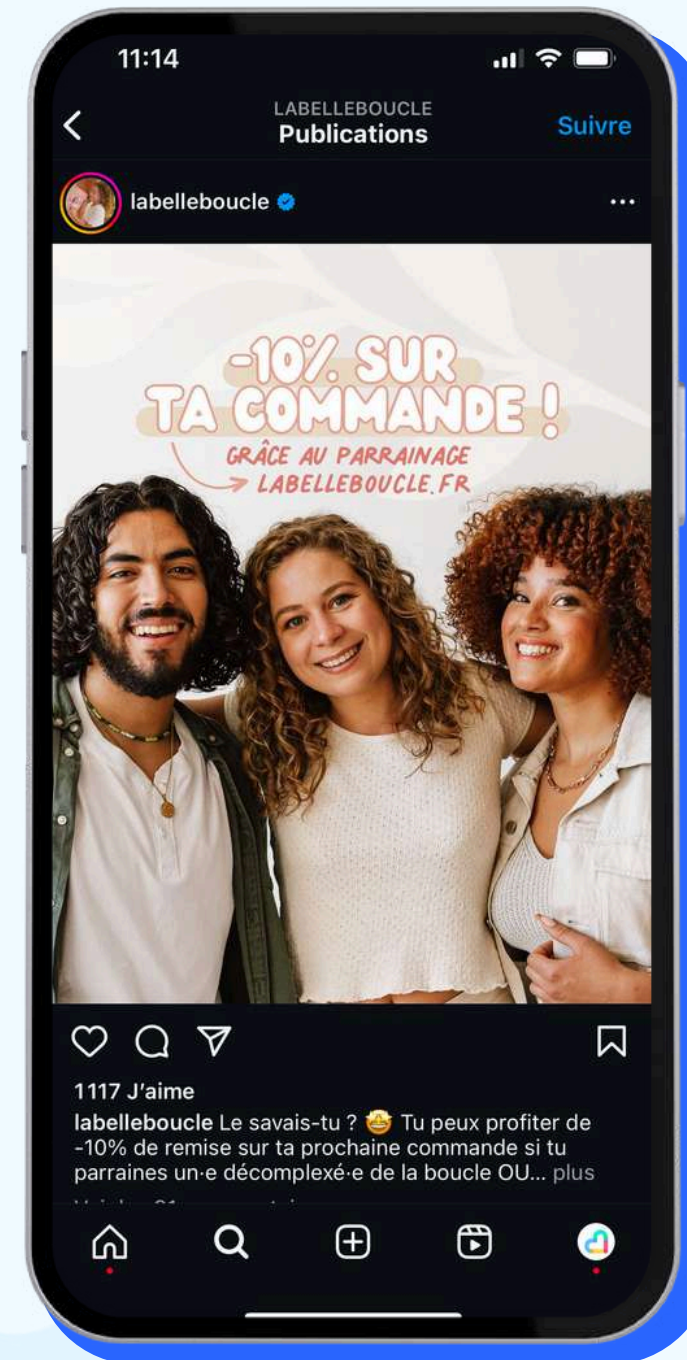
## 9. On all your social media channels

Create dedicated posts that clearly explain **how referral works** and the rewards available to both referrer and referred customer.

Don't hesitate to share **testimonials from satisfied customers** who have benefited from the program, as this will reinforce the credibility of your offer.

Finally, use Story formats to regularly remind people about your referral program.

Temporary notifications often capture more attention, so take advantage of them to **boost engagement** and remind your customers that they can earn rewards by referring their loved ones.



# 10 IDEAS TO PROMOTE YOUR PROGRAM

## 10. Via your loyalty program

**Encourage your customers** to talk about it on their social networks by offering them additional rewards via your loyalty program.

This turns your customers into true ambassadors for your brand, while encouraging them to **share their positive experience** with others.

For example, offer extra **loyalty points** or **exclusive discounts** for every social networking post that mentions your referral program.



**80 points**

Publiez une story sur votre récent parrainage



**50 points**

Parlez de notre programme de parrainage sur TikTok



**350 points**

Publiez un reel à propos de notre offre de parrainage

### ABOUT LOYALTY PROGRAMS

Get our **ultimate guide** to creating a **loyalty program** from A to Z.

[Download the guide](#)



# **DOUBLE POINTS OPERATIONS**



# DOUBLE POINTS OPERATIONS

Double (or triple!) points operations are a great way to add a dose of excitement to your program. However, for these initiatives to be effective, it's important to use them sparingly and strategically.

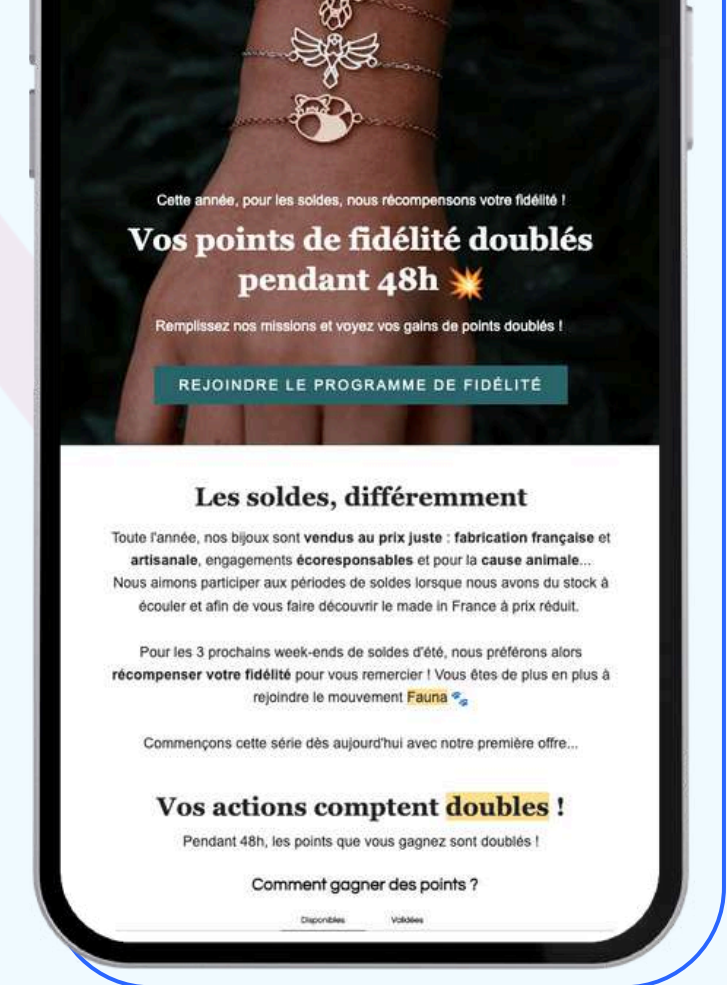
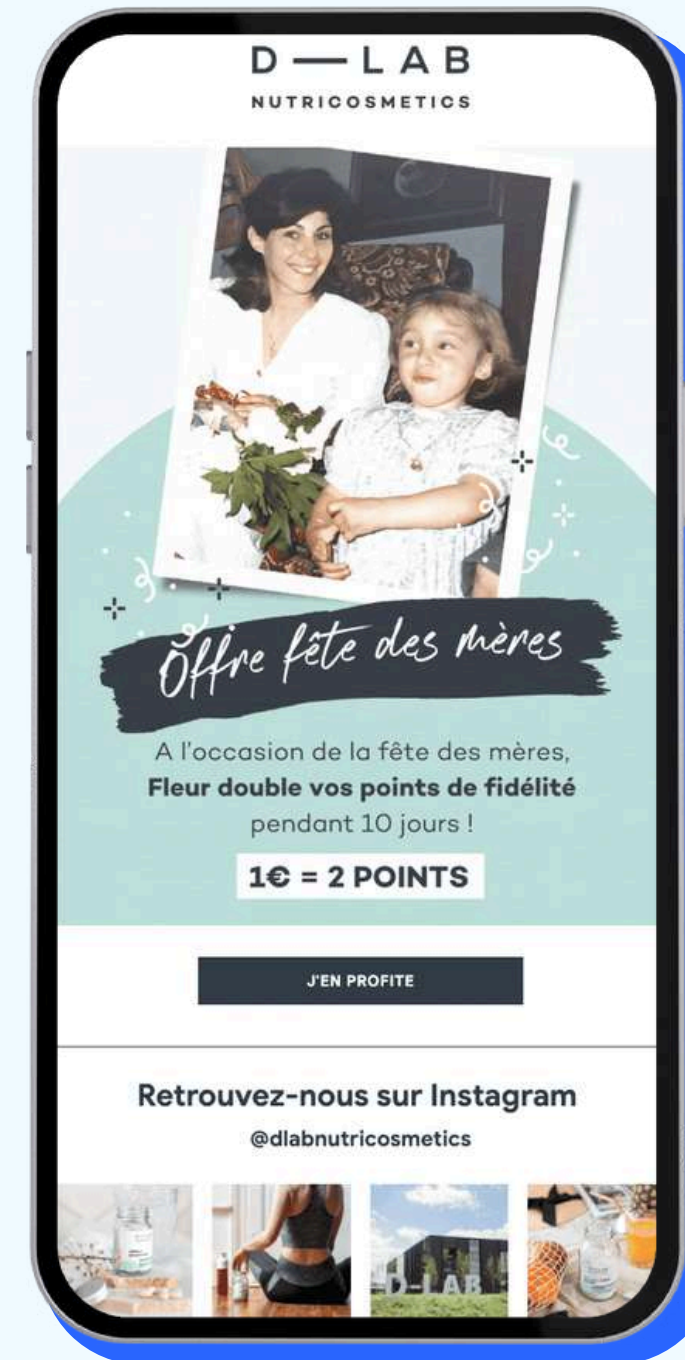
1. Exceptional but not permanent opportunities



2. Linked to the highlights of the year



3. Watch out for other major promotions



# DOUBLE POINTS OPERATIONS

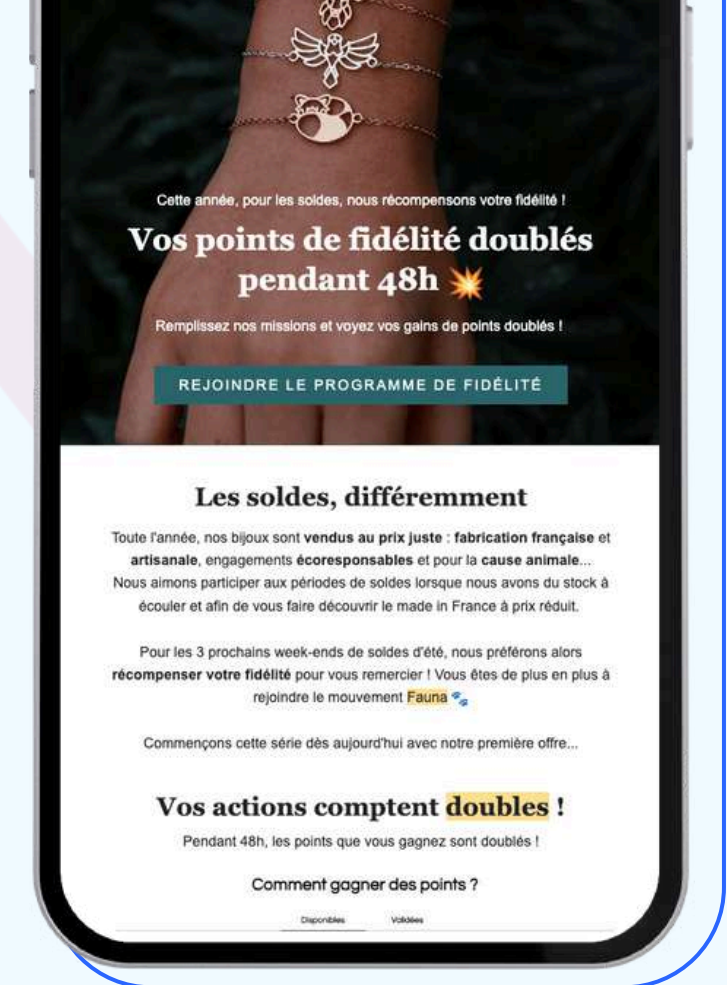
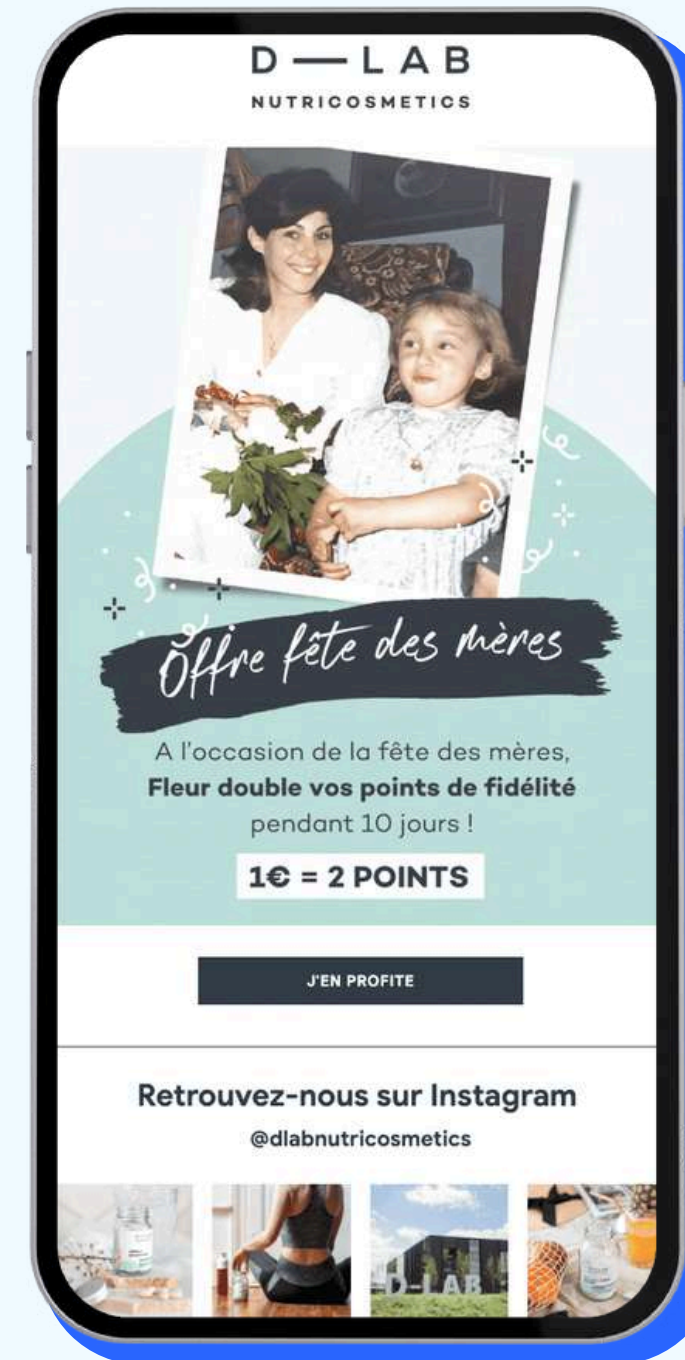
Double (or triple!) points operations are a great way to add a dose of excitement to your program. However, for these initiatives to be effective, it's important to use them sparingly and strategically.

## 1. Exceptional but not permanent opportunities

Double points should be reserved for one-off events. If you offer them too often, your customers may get used to them and stop seeing them as a special opportunity. Save them for key moments, so that the offer retains its appeal.

## 2. Linked to the highlights of the year

## 3. Watch out for other major promotions



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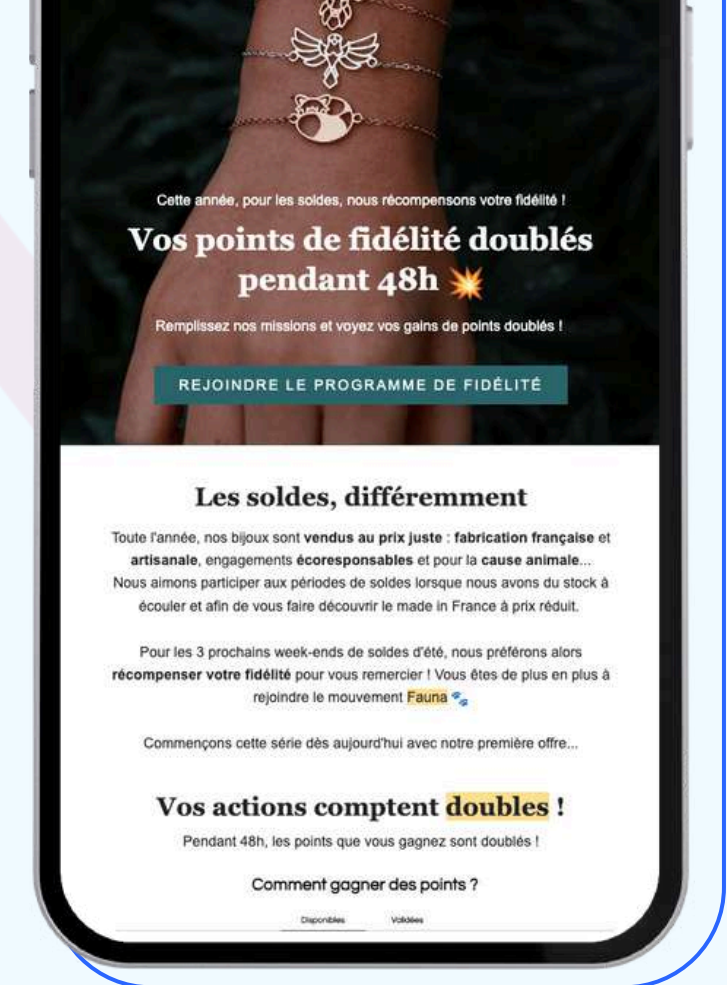
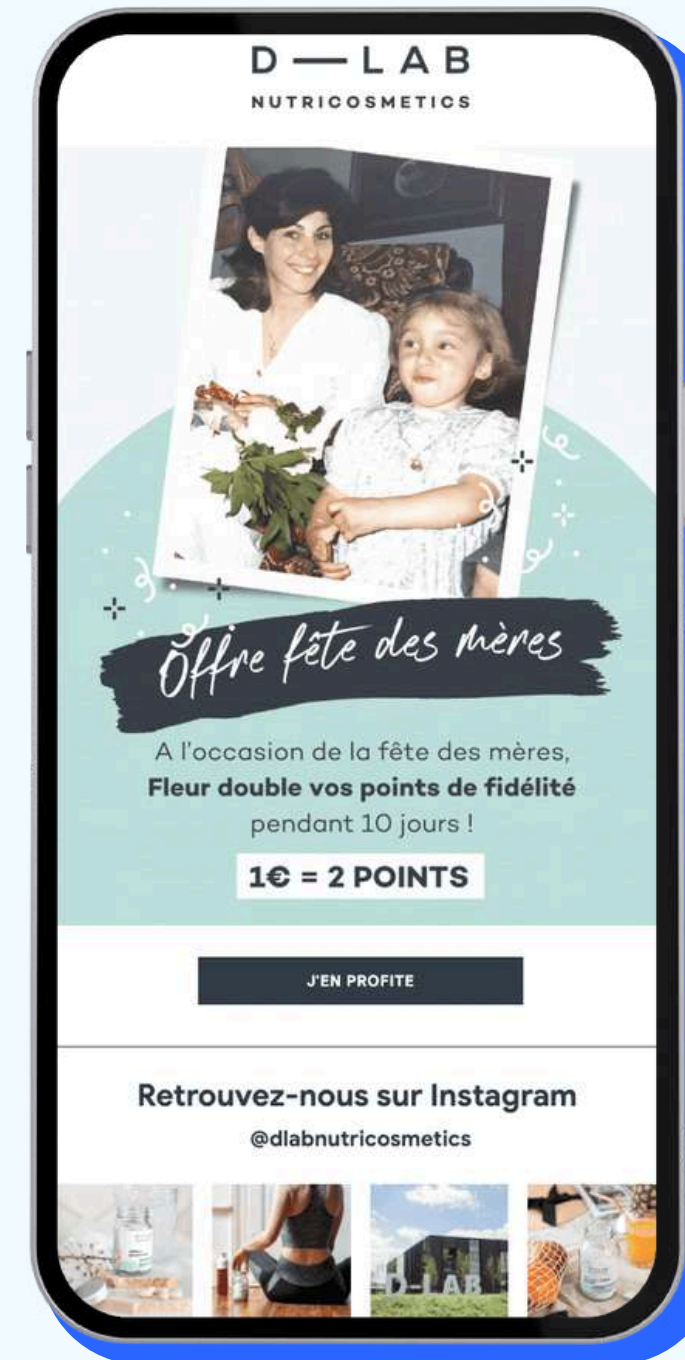


## 2. Linked to the highlights of the year

Times like Christmas, Valentine's Day or the launch of a new collection are ideal for launching double points operations. These moments are already conducive to purchases, and accelerate referrals and word-of-mouth.



## 3. Watch out for other major promotions



# DOUBLE POINTS OPERATIONS

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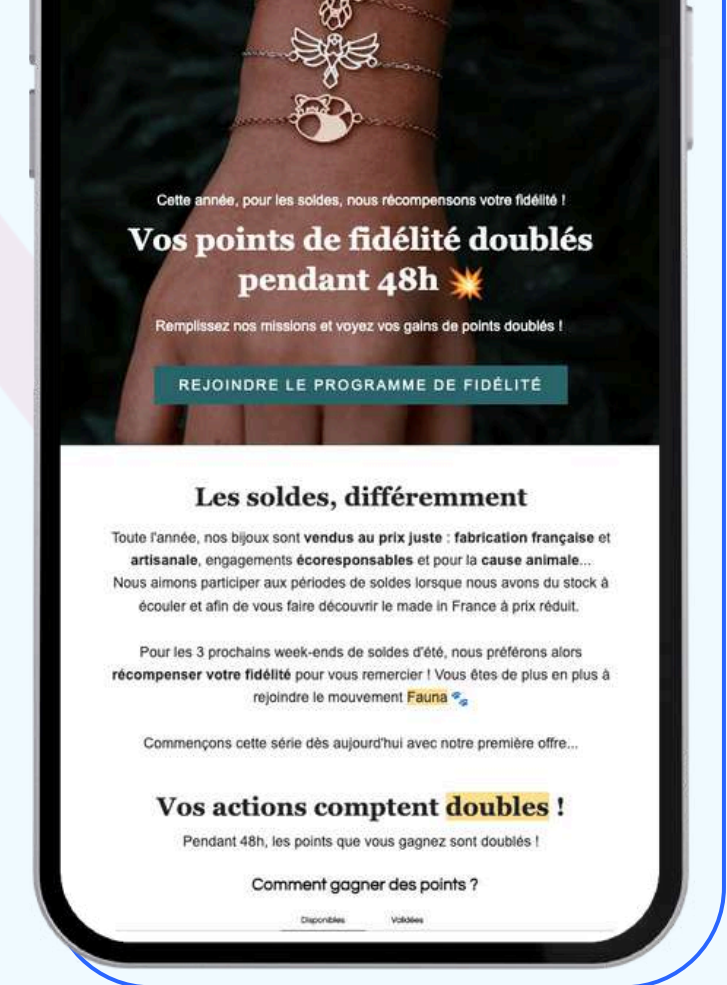
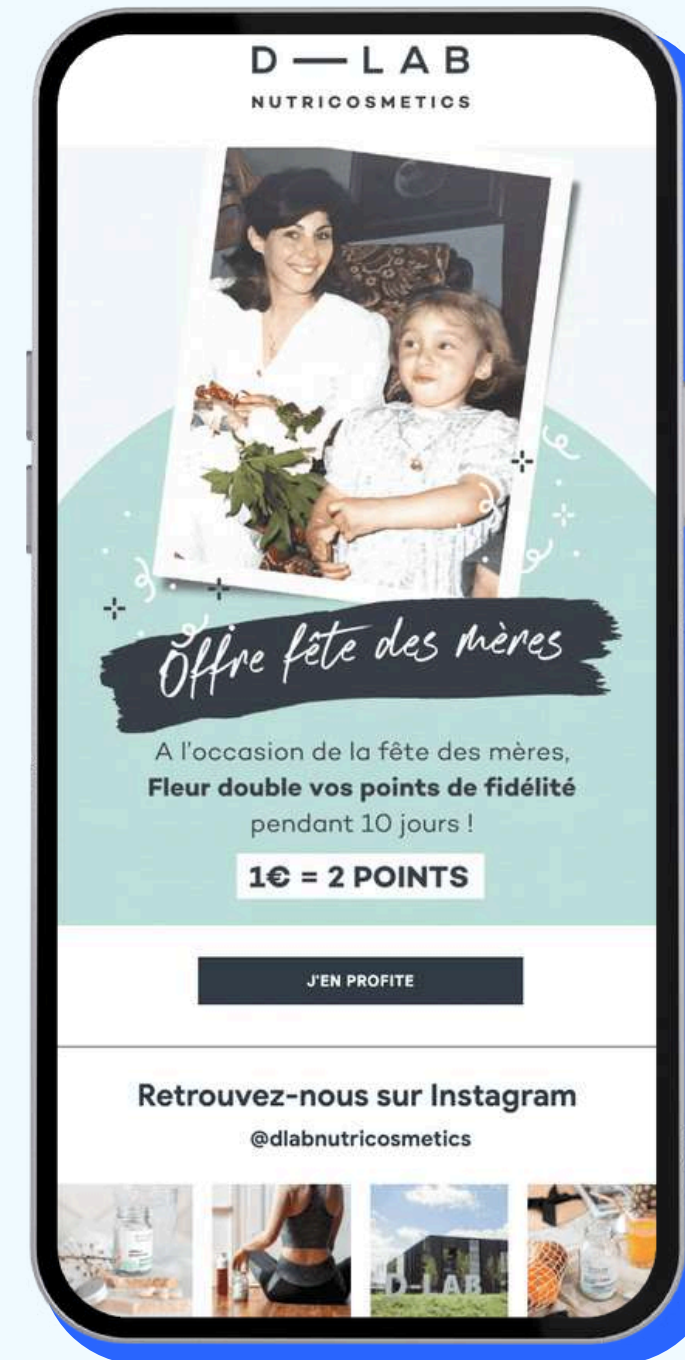
## 2. Linked to the highlights of the year



## 3. Watch out for other major promotions



Make sure your operations don't cannibalize other ongoing promotions (such as Black Friday). If your customers are overwhelmed by several tempting offers, this can create confusion and dilute the impact of each one.





# **THE 7 KPIS TO FOLLOW**



# THE 7 KPIS TO FOLLOW

## 💡 Tips

Compare all these KPIs for referred (new customers) vs. their referrer (existing customers).

### Income generated

= sales generated by referred friends and by your customers (via rewards earned)

### Average basket

= the average amount spent by referred friends and referrers on each new order

### Number of sales

= the number of purchases made by referred friends and referrers over the course of their relationship with you.

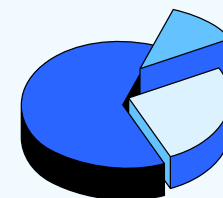
### Lifetime Value

= the total value your customers generate throughout their relationship with you.

#### Analyse du parrainage



	Ami (Nouveau client)	Client
Nombre de ventes	<b>801</b> ↑ 37 %	<b>124</b> ↑ 44 %
Panier moyen	<b>45€</b> ↑ 7 %	<b>41.8€</b> ↑ 3 %



# THE 7 KPIS TO FOLLOW



## Participation rates

= the proportion of your customers who have referred, out of your total customer base

## New customer rate

= the proportion of new customers acquired through referral, out of your total base

$$\frac{\text{Number of referrals who have made a purchase}}{\text{Total referral links sent}} \otimes 100$$

$$\frac{\text{Number of customers who sent a referral link}}{\text{Number of unique customers}} \otimes 100$$

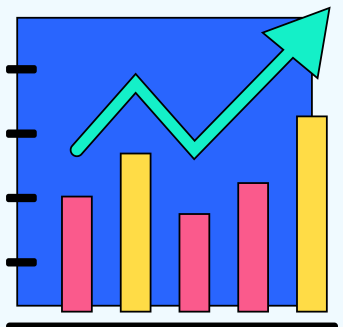
$$\frac{\text{Number of new customers referred}}{\text{Number of unique customers}} \otimes 100$$

## Conversion rates

= the percentage of people who received a referral link and then placed an order (via this link).

### 💡 Is my conversion rate high enough?

- Less than 15% → 😞 Can do better!
- Around 30% → 💪 Good result!
- 50% or more → 🎉 Congratulations!





## The new standard of loyalty experience

Loyoly is a Loyalty & Referral platform that enables you to engage your customers via +40 mechanisms, from purchases to social interactions. The aim is twofold: to increase CLTV by boosting recurring purchases and average basket, and to reduce CAC via referral and the social proof generated by missions.

Available on



shopify

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